

# Social Impact Careers: How to Find + Land a Purpose-Driven Role



Lisa Yee-Litzenberg, President  
Green Career Advisor  
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# Agenda:

- Introduction: What is a Social Impact Career?
- How to Find Social Impact Jobs
- How to Find Fit
- Positioning Yourself for a Social Impact Career
- Q + A

# What is a Social Impact Career?

- Definition of Social Impact: “***A significant, positive change that addresses a pressing social challenge.***”
- A social impact career focuses on making a significant positive change to address a pressing social challenge: environment, health, social justice, education, housing, arts, youth development, etc.

Social Impact Definition from Michigan Ross: Business + Impact website: <https://businessimpact.umich.edu/about/what-is-social-impact/>

# How is a Social Impact Career Different?



- **Salary:** “Those (MBA graduates) working in the social impact industry last year earned a median annual salary of \$96,500, compared with \$150,000 in consulting, and \$130,000 in both financial services and technology, according to the school’s own reporting.”
- **Note:** And for social impact careers outside of the private sector, or not requiring an MBA, salaries are even less.
- If a high salary is critical, do [research on salaries](#) for social impact roles you are considering.

Quoted stats from Wharton MBA Program (as reported in this 2019 article, “[Post-MBA Careers in Social Impact](#).”)

# How is a Social Impact Career Different?



- **Many Benefits to Working in a Social Impact Career:**
  - **Pride in working for the greater good**
  - **Work may not seem like work**
  - **Like-minded colleagues**
  - **More time to enjoy outside of work**

# How is a Social Impact Career Different?



- Social impact employers are highly mission-driven
  - Fit is everything





# Social Impact Careers are in Demand

**90% OF MILLENNIALS  
SAY THAT IT IS  
IMPORTANT THAT THEIR  
WORK HAS A POSITIVE  
IMPACT ON THE WORLD**



# Social Impact Careers Span All Sectors + Industries



- We will focus on examples from these sectors:
  - Nonprofit
  - Government
  - Academia
  - Corporate
  - B-Corps



# Social Impact Careers: Nonprofit



- [Michelle Mabson](#), Staff Scientist, [EarthJustice](#)
  - U-M MS/MPH alumna
  - Article: “[Meet the Lawyers Beating Back Trump’s Reckless Environmental Policies—and Winning](#)”



- [Dave Moran](#), Co-Founder, [Michigan Innocence Clinic](#)
  - U-M JD alumni
  - U-M BS Physics alumni



# Social Impact Careers: Government



- [Dr. Ed Nam](#), Director, Land Chemicals + Redevelopment Division, [U.S. EPA](#)
  - U-M MS Physics alumni
  - U-M PhD, Physics alumni
- [Chad Bowman](#), Weatherization Assistance Program Manager, [City of Memphis](#)



# Social Impact Careers: Academia



- [Bindi Dharia](#), Deputy Director, [Centre for Social Impact and Philanthropy](#), Ashoka University (New Delhi, INDIA)
  - U-M MSE alumna



- [Martin A. Garcia](#), Social Justice Campus Ministry + Community Partnerships Outreach Coordinator, [Cabrini University](#)



# Social Impact Careers: Corporate



- [Roxana Shirkhoda](#), Head of Social Impact, Zoom
  - U-M BA alumna



- [Amy \(Braun\) Senter](#), Chief Sustainability Officer, Kellogg Company
  - U-M BS Environment alumna
  - U-M MS Environmental Policy alumna





# Social Impact Careers: B-Corps

“Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.”

Definition: From Certified B Corporation's website: <https://bcorporation.net/about-b-corps>

# Social Impact Careers: B-Corps

- [Simon Griffiths](#), Co-Founder + CEO, [Who Gives a Crap](#)



- [Benny Joseph](#), Chief Technology Officer, [Allbirds](#)
  - U-M BS Computer Engineering alumni





# How to Find Social Impact Jobs

- [Idealist.Org](#)—social impacts jobs/ internships/volunteer/grad school + career advice
- [Top 50 Green Job Posting Websites](#) (Green Career Advisor)
- [Nonprofit + Foundation Jobs](#)



# How to Find Social Impact Jobs

- Article/ Podcast: [Social Impact Jobs: Where to Find \(and How to Land\) Your Better-for-the-World Career](#)
- [Work for Good](#)—search for jobs by job function or focus area
- [Social Service + Social Work Jobs](#)
- [Tech Jobs for Good](#)

# How to Find Social Impact Jobs



## GLOBAL JOBS:

- [The 51 Best Places to Look for Social Impact Jobs](#) (including global)
- International Development Jobs: [Next Billion](#) + [DevEx](#)
- [Skoll Community Jobs Board](#) (NGO, Government + CSR)
- [B Corporation Job Board](#)
- [Koya Partners](#) (global search firm specializing in connecting job seekers with mission-driven employers)



# How to Find Social Impact Jobs



## REMOTE JOBS:

- [Nonprofit Remote Jobs](#)
- [62 Best Remote Jobs Websites in 2021](#)



# How to Find Fit

- See “[Finding Your Social Impact Career Direction worksheet](#)” as a starting place to assess fit
- What is your education background? Are you willing to pursue additional education if needed?
- What positive change do you want to create in the world? Or what social impact issues are you passionate about + have some experience in?

# How to Find Fit

- What are some skills that you are good at and would love to use in a future role?
- What job titles would require these skills (and would value your education background)? Look at job postings with this title.
  - Assess education + skills needed
  - Note any skills/ education that you are missing
  - Identify top job title you are most qualified for and interested in



# How to Find Fit

- Make a spreadsheet of employers that would hire for this job title (and that you would be interested to work for)
- Identify people to conduct info interviews with to further assess fit and strategies to get in (see “[Sample Info Interview Questions](#)”)
  - Find link to staff profiles on employer’s LinkedIn company page
  - Go to employer’s website and look at staff directory





# How to Find Fit

- Consider using [career assessment tools](#) to help assess fit
- [O\\*Net Interest Profiler Questionnaire: \(MyNextMove.Org\)](#)
  - A free and easy 60 question assessment
  - Assesses how much you would enjoy doing various tasks
  - Shows categories of work you score highly in and job examples
  - A framework to assess if you would enjoy a job (based on typical tasks)





# How to Find Fit: Career Changers

- Option 1: Find a role with a similar function at social impact employer—can transition later . . .
  - Finance/ Accounting
  - IT
  - Marketing/ Communications
  - HR
  - Diversity, Equity, Inclusion + Justice
- Option 2: Start at a more entry-level role and move up
  - Administrative Assistant
  - Program Coordinator
  - Research Assistant



# How to Find Fit: Testing Out a New Role



- Do a 1 day job shadow
- Set up a volunteer role
- Secure/ pitch an internship or short-term contract role



# Positioning Yourself for a Social Impact Career: Assess + Fill Gaps



- Assess skills + education gaps by reviewing target job postings
- Make a plan to fill those gaps
  - Go back to school for another degree or certificate program
  - Take online classes
  - Find or create a volunteer/ internship role to gain experience
  - As you gain more experience, pitch a contract role



# Universal + Transferable Job Skills: Valued by Social Impact Employers



- Developed list from reviewing hundreds of social impact job postings across all sectors
- Show these skills on your resume
- If you do not have them, obtain relevant ones



# Universal Job Skill #1: Communication



The ability to write and speak, especially to convey complex topics to lay audiences.

- How to Show: written reports, social media, create brochures, articles, teaching, debate team, internal + external communications
- How to Gain: join a Toastmasters group, write articles, project presentations, writing classes



# Universal Job Skill #2: Team Experience



Working in teams with people from different disciplines and cultural backgrounds.

- How to Show: working in project teams, committees, boards, sports teams
- How to Gain: volunteer for a committee or board (<https://boardconnect.org/>), join a student club





# Universal Job Skill #3:

## People Skills



The ability to get along well with others, build relationships, listen, and to manage conflicts.

- How to Show: wooing donors, developing new partnerships, building teams, resolving conflicts
- How to Gain: seek customer-facing roles, cultivate a new donor or client, settle disputes, be a good listener



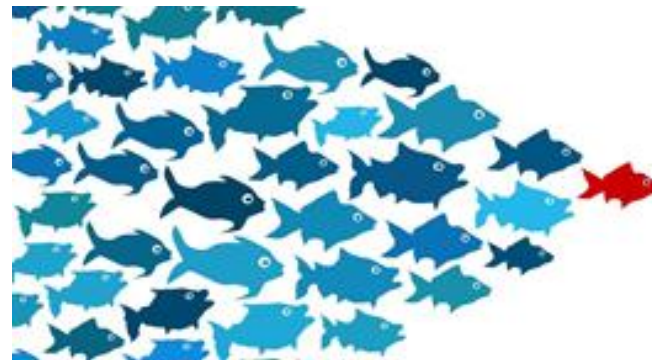


# Universal Job Skill #4: Leadership Potential



Ability to lead people/ programs (or take the initiative to improve things without being asked).

- How to Show: leadership roles, project management roles, leadership training, improve a process/ program
- How to Gain: be a mentor, volunteer to serve in a leadership role, seek leadership training



# Universal Job Skill #5: Relevant Project Experience



Employers look for candidates that have worked on relevant projects in their field.

- How to Show: relevant class/student organization projects, internship, work or volunteer projects
- How to Gain: internships, real-world projects, volunteer work, research projects



# Universal Job Skill #6:

## Technical Skills



Many jobs require specific technical skills.

- How to Show: relevant degree or certification, specific technical coursework or software skills
- How to Gain: seek additional education, hands-on projects, take software classes (online or through a local library or college)



# Universal Job Skill #7: Creative Problem Solving



The ability to think creatively and solve problems in innovative ways.

- How to Show: solve challenging problems, demonstrate innovative solutions, Peace Corps experience
- How to Gain: interview creative problem solvers to learn how they approach a solution, work at a start-up organization



# Universal Job Skill #8: Management Skills



The skills needed to be an effective manager . . .

- How to Show: launch a new program, develop a vision, manage a budget, motivate staff/ volunteers, adapt to change, lead a team
- How to Gain: volunteer to lead a project, take project/ budget management classes online



# Tips to Stand Out: Have a Clear Career Target



- Be focused in your job search
- ID one or two jobs you are targeting
- Make a targeted list of employers for the job(s)





# Tips to Stand Out: Build + Leverage Your Network



- Make connections at employers of interest
- Set up info interviews: learn more about the role + employer
- Keep in touch + build relationships over time
- Know when to call on your network:
  - Ask them to keep an eye out for roles
  - At decision-making points: submitting an application/ interviewing



# Tips to Stand Out: Develop an Elevator Pitch



- Career story: what social impact issue motivates you + how employer's mission resonates with you + role you are seeking
- Academic background + 1-2 relevant experiences
- Do you have an ask?
  - Ex: Follow-up call? Circulate your resume? Flag your application?
- Target length: ~30 seconds



# Tips to Stand Out: Customize Your Resume



- A highly customized resume is critical to getting an interview
- Use [resume customization tool](#)



## WORKSHEET TO CUSTOMIZE YOUR RESUME

Job Title: \_\_\_\_\_ Organization: \_\_\_\_\_

**Instructions:** Column 1, list all skills from job posting. Column 2, list which of your experiences (paid, academic, or volunteer) are most relevant to the skill listed in column 1. Column 3, create bullets following the format outlined and put them in your resume under the appropriate experience.

Skill/ Experience	Where Can I Demonstrate This?	Bullet to Insert in Resume --Begin with strong action verb conveying leadership, show outcome/success/numbers.
Ex: Ability to successfully manage multiple projects with overlapping deadlines.	Graduate Student Instructor position	<ul style="list-style-type: none"><li>Exceeded expectations teaching, grading, and maintaining office hours while simultaneously balancing a full load of courses in graduate school.</li></ul>

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# Tips to Stand Out: LinkedIn Profile



- Make sure skills on your LinkedIn profile match your resume content
- Strengthen your profile using these two tools:
  - [30 Point LinkedIn Profile Inspection](#)
  - [10 Example of Highly Impactful LinkedIn Profiles](#)



# Tips to Stand Out: Use Your Cover Letter to Stand Out



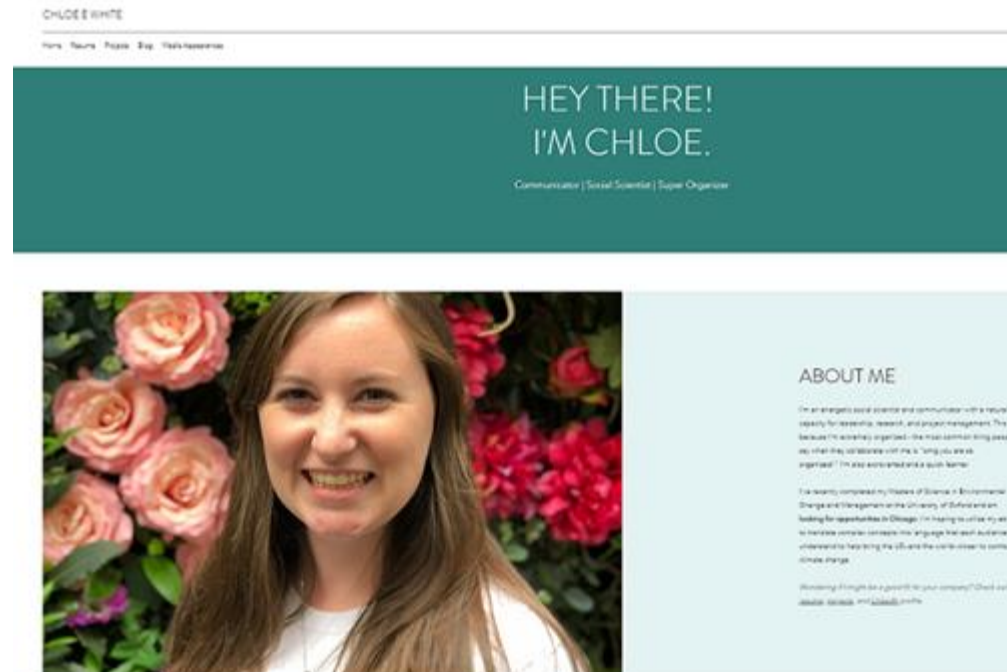
- Must show that you are passionate and care deeply about the mission of the social impact employer
- If any red flags (gaps in career, a hodgepodge of experiences, a career change) explain briefly and proactively in a positive light.
- Highlight examples of your experience and accomplishments using skills critical to the job. Use [cover letter template](#).



# Tips to Stand Out: Be Creative!



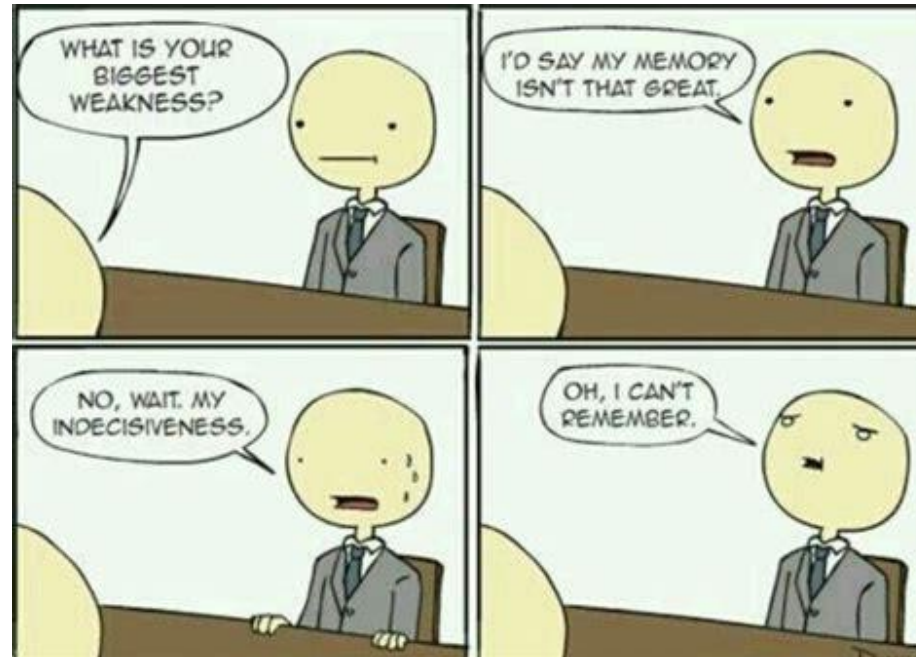
- One of my clients created a website that showcased her work samples which got her hired quickly.





# Tips to Stand Out: Prep for Your Interview

- Research employer and interviewers
- Practice answering [commonly asked interview questions](#)
- Practice answering [behavioral interview questions](#)
- [Phone interview tips](#)
- [Video interview tips](#)



# Tips to Stand Out: Be Gracious



- If your candidacy comes to an end be gracious.
- If you made it to the interview stage, employer may consider you for future roles.



# Tips to Stand Out: Learn from Successful Pandemic Job Seekers



- Learn additional tips for standing out from social impact job seekers that succeeded in the job search during the pandemic
- Lisa's LinkedIn Article: [Finding a Green Career During Challenging Times](#)



# Resources

- Article: “[Post-MBA Careers in Social Impact](#)”
- [Certified B-Corps](#) (see directory)
- [25 of the Best B-Corps to Support in 2021](#)
- Article: [The 33 Sustainability Certifications You Need to Know](#)

# Resources



- Article: [These Are the Top Impact Investment Companies in America \(2021\)](#)
- Article: [50 Social Entrepreneurs Changing the World](#)
- Article: [Finding A Green Job During Challenging Times](#) (By: Lisa)

# Career Coaching: Alumni Association of U-M



The Alumni Association has partnered with a select group of career experts across the country to coach you on topics such as:

- Resume review
- Interviewing skills
- Preparing for an industry change
- Figuring out your interests and strengths



# Career Coaching: Alumni Association of U-M



- Partnered career coaches offer a discount on their services to U-M alumni, but rates still apply. Prices will vary.
- Learn More Here: [AAUM's Partnered Career Coaches Program](#)
- Lisa is one of AAUM's partnered career coaches!

# Thank You + Questions?



Lisa Yee-Litzenberg, President  
Green Career Advisor  
BS '92 Alumna



- Visit [my website](#) to learn how I can help you with your social impact career search
- Fill out [my online form](#) (top of webpage) for a free 30-minute session
- 10% discount for U-M students + alumni!