

IT'S GREEN AT THE TOP AND AT THE BOTTOM

A brief comparison of hiring needs from the senior executive level to entry-level grads.

This year's Job Action Day focuses on "green jobs"—from where they are, to how to prepare for the job search, to how to land them.



My take: If you want to go "green" assess the demand for candidates at both the entry-level and in the board room—knowing where the demand lies for recent grads and c-level leaders can help you determine the skills sets that are in highest demand.

One of the themes of the 2008 Presidential campaign was "jobs, baby jobs" and very few articles on bright spots in the economy fail to include the word "green." As much as I love the Muppets, it's time for Kermit to stop complaining that "It's Not Easy Being Green." Take a look at this side-by-side comparison of entry-level job seekers and leadership needs at the executive level: The need for individuals who "get" science is readily apparent.

My action tip: Before you start a job search, talk to at least three people who work in your intended field or job search function of interest. Find out:

- What skills do you need?
- What does projected hiring look like?
- How can you strengthen your skills to meet the needs of your intended field and job function?

After all, you don't have to be a scientist to work for an environmental organization or have a green job: you can work in multiple job functions—from fundraising and public relations to economic analysis, grant writing, and project management. But you do need to know what skills are in demand. Knowing where hot sectors—and the highest paid salaries can help you get a jump start on your planning!

| <i>Top Industry Growth by Search Firm (ExecuNet)</i> | | <i>Five Highest Starting Salaries by Major (NACE)</i> |
|--|------|---|
| | 2009 | |
| Healthcare | | Chemical Engineering \$64,902 |
| Clean/Green Technology | | Computer Engineering \$61,738 |
| Pharmaceutical/Medical/Biotech | | Computer Science \$61,407 |
| Energy/Utilities | | Electrical Engineering \$60,125 |
| Business Services | | Industrial/Manufacturing Engineering \$58,358 |

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| | 2008 | |
| Healthcare Business Services Pharmaceutical/Medical/Biotech High Technology Energy/Utilities | | Chemical Engineering \$63,616 Computer Engineering \$59,962 Computer Science \$59,873 Industrial/Manufacturing Eng'g \$58,252 Aerospace/Aeronautical Eng'g \$57,999 |
| | 2007 | |
| Healthcare High Technology Business Services Pharmaceutical/Medical/Biotech Financial Services/Banking | | Chemical Engineering \$60,054 Computer Engineering \$55,936 Industrial/Manufacturing Eng'g \$54,769 Electrical/Communications Eng'g \$54,599 Mechanical Engineering \$54,587 |
| | 2006 | |
| High/Tech + Defense/Aerospace Financial Services/Banking Business Services Pharmaceutical/Medical/Biotech Healthcare | | Chemical Engineering \$55,900 Electrical Engineering \$52,899 Mechanical Engineer \$50,672 Computer Science \$50,672 Accounting \$45,723 |

SOURCES

National Association of Colleges and Employers Annual Salary Surveys, 2006 - 2009
ExecuNet Job Market Intelligence Report, 2006 - 2009

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