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## CSR Job Postings on the Upswing After Drastic 68% Decline

### Highlights

Just-released study finds corporate social responsibility (CSR) job postings:

- Declined 68% from Q3 2008 to Q3 2009
- Climbed 33% in 4<sup>th</sup> quarter 2009
- Reveal an increase in positions with VP and Director level titles

*BERKELEY, CA. March 9, 2010-* Corporate Social Responsibility (CSR) jobs appear to have been another casualty of the global economic recession. But, the good news is that, like other economic indicators, this one appears to be on the upswing.

### ***Job postings fell 68% from all-time high in Q3 2008***

CSR job postings dropped 68% between Q3 '08 to Q3 '09. The worst of the decline (61%) occurred between Q3 and Q4 of 2008, mirroring the drop in the stock market. CSR job listings declined even further through Q1 '09, leveling off through most of the year at a low point not seen since mid-2006. Q4 '09 saw a noticeable 33% up-tick in listings, although it remains to be seen whether this will continue in 2010.

These figures come from San Francisco Bay Area-based Sustainability Recruiting's recently-released [CSR Jobs Report](#). Since 2004, this national CSR and sustainability recruiting firm has tracked and analyzed CSR job postings. The report's methodology has remained constant, allowing for apples-to-apples comparisons over time. Drawing on Business for Social Responsibility's (BSR's) *CSR Jobs Page*, the industry's primary resource for non-administrative CSR job postings, the report examines 819 CSR jobs that were posted in the period 2004 - 2009 and identifies several key trends.

### ***CSR gains credibility in corporate sector***

Among the most notable findings is the increase in senior-level corporate positions—those with VP and Director titles. Before 2006, none of the job postings had a title of VP or above. Asked what she attributes this to, Ellen Weinreb, CEO of Sustainability Recruiting, responded: "A number of factors are involved. Most notable is the increased value being placed on CSR as a component of corporate strategy. This elevates the importance of positions performing this role." Dave Stangis, Vice President of CSR and Sustainability at Campbell's Soup commented: "The emergence of the VP of CSR and VP of Sustainability titles seems proof of the growing strategic business position of CSR."

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### ***Optimistic outlook for smart jobseekers***

According to Weinreb, there is enormous demand for CSR jobs from jobseekers. The catch-22 is that employers require candidates for these positions to have previous experience. “Understanding the inner-workings of the business is critical to success,” says Liz Maw, Executive Director of Net Impact, an international nonprofit organization with a membership of professionals and students who are leveraging business to improve the world. More specifically, Stangis recommends that jobseekers must “demonstrate experience in driving change. That really is the key success factor.”

Katie Kross, author of *A Resource Guide for MBA Careers in Sustainability*, notes: “More and more employers are broadening the definition of CSR to include not only corporate citizenship, but also a focus on energy and environmental management issues. I also see employers posting job openings in traditional roles like operations and marketing that include some CSR responsibilities.” Maw adds: “We encourage jobseekers not to discount a traditional role. They can build relevant experience through our *Impact at Work* program, which helps them lead change initiatives, regardless of their title.”

### ***About Sustainability Recruiting***

Sustainability Recruiting is an executive-retained search firm focusing on sustainability, corporate social responsibility (CSR) and corporate citizenship searches. Sustainability Recruiting prides itself on insights and knowledge of the sustainability professional, particularly around their challenges in creating sustainability programs and structures, and developing senior level support. Clients range from large multinational corporations—including Sears Holdings, Nestle Waters and Vi-Jon, Inc.—to start-ups and mid-sized enterprises—such as Sungevity, Sea Change Foundation, New Leaf Paper and Calvert Investments. For more information, contact Ellen Weinreb, CEO, Sustainability Recruiting at ellen (at) ellenweinreb (dot) com.

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