



**Ready, Set, Get Hired Webinar, Part 1
A Webinar for Nonprofit Professionals
Looking to Standout and Make a Career Move**

**Questions and Answers
December 10, 2020**

Question: Can you provide feedback on resume?

Answer: Yes, this is part one of a two-part series. Part two is session where we will review resumes and offer mock interview sessions. We'll be sending out more information on how to sign up for this shortly.

Question: I'm a corporate marketing person looking to move into a nonprofit. I do have some volunteer experience and I've been looking at some advisory work for a local nonprofit. What should my expectations be in terms of roles at a nonprofit given that I don't have lengthy nonprofit experience? How should I look at a nonprofit in terms of positions that may be aligned with my experience? I worry that I cannot expect to come in at a senior level.

Answer: Marketing is an area that really is translatable from for profit to nonprofit. I think that what is important is finding an organization that is willing to take a chance because the move from for profit to nonprofit is not always smooth. You will want to do a lot of informational interviewing and networking, so people know that you are out there. Make sure people know you are valuable – you want to be snapped up before someone else gets you.

Question: In terms of marketing, I have noticed that many smaller corporations have very specific job titles like email marketing strategist or social media manager. Is that becoming very common as a trend in nonprofits as well?

Answer: In nonprofits right now, social media is specifically an area where they need a lot of support, so I think that they're going to look for somebody who really knows is tech savvy and knows social media inside and out.

Question: I'd like a position in nonprofit in marketing as well but I don't have the specific digital marketing skills, but I am looking for a general marketing position focusing on strategy and insights and I'm curious to see if medium-sized nonprofits are interested in hiring someone for that.

Answer: You said one thing that made me sit up a little bit, which is doing more strategy and insight and one of the things you really have to keep in mind is that nonprofits need people who can get their hands in the mud. Strategy and insight, oftentimes, is something the nonprofit board focuses on, so just be careful of how you market yourself in that area.

Question: I am currently an executive director of a nonprofit in Texas and I am looking and willing to relocate. I've gotten some feedback from one recruiter that told me they prefer someone local and that is familiar with that nonprofit's geographic area. I've seen this in a couple of other similar postings. What would you recommend – should I steer away from jobs where I have to relocate, or what are your thoughts?

Answer: Very honestly, we don't do national searches and so the majority of people that we hire are regional people. I think that somebody really needs to understand this area, which would make it a little bit more difficult for you. You may want to look at some of the national headhunters for nonprofits because they might have a better sense of who is willing to look outside of a set geographic boundary.

Question: How important is it to provide or have a recurring pattern of writing thought issued pieces related to subject matter that an organization may have as a part of their mission? Does a body of work that reinforces the skills and experience, and the level of passion you have positively influence the organization that you are applying to?

Answer: I think if you can demonstrate that you wrote it before the position was posted, it can be helpful.

Question: As a woman of color, I work for a great organization, and with everything that's been happening around racial inequality and social injustice and mental health and health disparity our agency has taken a very visible stance on their position. If I were to look for a job elsewhere, this is a topic that is very important to me. How would I ask what the organization's position is on the advancement of people of color?

Answer: I think you ask this question very directly. It goes back to the question of would you love the job, and would you want to be in a place that puts this front and center. If they don't, you might want to ask if this is a place you're committed to moving forward, because that might be something that you can do for them. It is important to have honest conversations about that.

Question: What do you think about demonstrating your skills through a portfolio, and when do you suggest we do that? When is it too much too soon?

Answer: I was doing an interview one time with a wonderful guy. He brought to the interview eight notebooks for everyone who was going to be in the interview, in addition to a thumb drive that had all of the press clippings and articles that he had written or were about him. It was too much and was really a “head in the hands” moment for me. It can be helpful to have some samples of your work ready if and when the moment and opportunity presents itself to share, but don’t be too quick to offer these at the first interview.

Question: I have a blog and it gets a lot of traffic. It’s definitely a platform for my career, but I do worry that it’s too much to bring up early in conversation. Should I link to it on my resume or bring it up in an interview?

Answer: You could list your blog, separately, at the bottom of your resume. If someone was looking at your resume and it had a blog at the bottom, we would look at it. In addition, if you were lucky to get into a first interview it would naturally come up in your interview. Or, in your thank you note, you could say something like, “I know we talked about my blog so here’s a nice piece that I think you may be interested in reading” and then you could list that link in the note because then there’s a natural segue to it.

Question: It’s known that nonprofits typically doesn’t pay very well, so how does one get around the potential concern of the interviewer that my salary expectations (with my corporate background) will be too high? For me, this is going to be driven by passion, so how do you get around that?

Answer: Be clear about your salary expectations. If you don’t have a target salary number, then say that I’m really looking at the position and I’m ready to make a move into nonprofits and I realize the salary differential. One of the things that drives me crazy is people who think that they have been in a for profit position and therefore believe they really are what nonprofits have been waiting and looking for. Be humble when you come to work in a nonprofit. It is hard. You may be writing or talking to the governor one day and sweeping the floor the next. That’s what we do in nonprofits – you do what you have to do to get the job done. It takes a strength and a willingness to really get in there and do the work, so be aware of how you speak about how you’re translating your skills.

If The Strategy Group can answer any follow up questions or be of any assistance, please reach out to us at info@thestrategygroupllc.org. We are here for you and your next job search!