



STUDENT ACTIVATION

Corporate Social Responsibility Specialist

OVERVIEW

Corporate social responsibility specialists are mission-driven and highly organized professionals who plan and implement corporate programs that promote and support the public good. Such programs might create opportunities for young people, address poverty issues such as lack of nutrition or homelessness, work to solve environmental issues, or provide support for targeted groups such as the sick, veterans, or military families. Corporate social responsibility specialists interact with community stakeholders to identify potential programs and services. They plan and administer these programs and collect and analyze data to evaluate their effectiveness. They propose improvements to existing corporate services and manage community awareness initiatives. In many organizations, corporate social responsibility specialists also implement programs intended to increase the diversity, equity, and inclusion of the corporate workforce. Effective corporate social responsibility specialists harness corporate resources to improve the quality of life in the communities they serve.

EVALUATE YOUR INTEREST:

I am deeply interested in learning more about public policy issues and enjoy finding creative ways to solve local, national, and global problems.

I believe corporations have a responsibility to society that extends beyond selling goods and services, and that corporations have the financial and public relations power to have make a difference in solving societal problems.

I am a natural leader who works well with others. During group activities, people turn to me for help overcoming challenges.

I am a problem-solver. I have a knack for asking smart questions that help others identify problems and issues. I work with others to formulate solutions to problems.

I am a highly organized multi-tasker who can keep track of several projects at once, each with many moving parts.

I am an effective communicator and team player who can speak and collaborate with people representing a wide variety of perspectives.

CAREER CONNECTIONS

How does this career affect me?	What are some other similar careers?	How does this career affect the world?
<p>Corporations and corporation-funded charities are responsible for many of the institutions that define our communities. They help fund cultural institutions such as libraries, museums, theater projects, and symphony orchestras. They are responsible for initiatives to provide children with opportunities to play sports, learn musical instruments, travel to amazing places, or simply have access to healthy meals. Corporate social responsibility specialists plan, coordinate, and evaluate these initiatives and therefore touch the lives of almost all members of the community.</p>	<p>Social Workers help individuals and families address problems in their everyday lives.</p> <p>Medical and Health Services Managers plan and oversee implementation of business activities of healthcare providers.</p> <p>Community Health Workers promote individual wellness by encouraging people to adapt healthy habits.</p> <p>Public Relations Managers direct projects that will improve the public image of their employers.</p> <p>Program Managers lead and monitor teams to ensure complex projects are completed on time and on budget.</p>	<p>Corporations and corporation-funded charities play a major role in addressing problems that have an increasingly global scale, such as climate change, hunger, the spread of disease, and refugee crises. They fund research projects to find cleaner ways to produce energy. They implement programs to promote healthy food production and vaccinations in remote areas. They contribute to programs to provide refugees with assistance settling in new areas. Corporate social responsibility specialists work on behalf of corporations to plan and implement large scale programs designed to address global issues and problems.</p>

TAKE ACTION

- Join or start an organization at school devoted to providing a public service or helping other members of your community. The organization could be devoted to efforts such as protecting human rights, maintaining a clean environment, or helping children. Work with other members to plan and implement a new program consistent with the organization’s mission.
- Identify a community, national, or global issue that interests and concerns you. Volunteer your time to help an organization devoted to addressing this issue. While completing your volunteer work, take note of how the organization is funded and organized. If possible, network with and engage the organization’s leadership.
- Think of a favorite product or possession such as an article of clothing or electronic device. Visit the manufacturer’s website to gather information about its charitable efforts addressing public issues. Ask yourself how the company’s initiatives might be expanded upon or improved.
- Mobilize family members and/or friends in planning a specific effort to address a community issue that is particularly interesting to you. Take the lead on planning the logistics behind the effort, such as what resources will be needed, how they will be acquired, and how services will be distributed to people in need. Reflect on how the effort might be improved or expanded upon.