



Careers with Trees

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1

Part 1 – Types of jobs

2

There are many opportunities for tree-related jobs and careers

- Private companies
- Public entities – city/town government, county, state
- Non-profit – environmental advocacy groups, botanic gardens, arboretums (tree-focused gardens)

3

Arborists

- A professional who cares for trees and other woody plants by pruning, fertilizing, monitoring for insects and diseases, consulting on tree related issues, and occasionally planting, transplanting and removing trees.
- Can be in private business or work for a city/town



4

Urban Foresters



- Cares for and manages tree populations in urban settings for the purpose of improving the urban environment.
- Advocates the role of trees as a critical part of the urban infrastructure.
- Usually working for city or town government

5

Tree Care Professionals

Tree Climbers
Pruning and removal
Tree biomechanics
Rigging and chainsaws



Ground Operators
Heavy machinery
Chainsaws



Plant Health Care Tech.
Monitors for pest and disease
Prescribes controls to improve tree health



6

Tree Care Professionals

Aerial Lift Operator
Heavy machinery
Working with utilities
Pruning and removal



Crew Leader
Manages tree crew
Familiar with industry
standards and best practices



7

Landscape Nursery Professionals

- Grow and sell the millions of flowers, shrubs, and trees used by landscape companies, garden centers, homeowners and others each year.



8

Environmental Education

- Teaching others about the natural world and how to protect it
- Often work at schools, parks, camps, and public gardens



9

Professional Societies



International Society of
Arboriculture



Urban & Community
Forestry Society
(formerly Society of
Municipal Arborists)



Tree Care Industry
Association



Society of American
Foresters

10

Professional Societies



North American
Association for
Environmental
Education



Horticulture society - all things growing plants



11

Learn More

- https://www.tcia.org/TCIA/TCIA/Contact/Careers_in_Arboriculture.aspx
- <https://forestryworks.com/careers/management/urban-forester>
- <https://www.landscapeindustry careers.org/discover-the-industry/career-paths/nurserygreenhouse-professional/>
- <https://www.seedyourfuture.org/careers>
- <https://jobs.naaee.org/careers>

12

Part 2 – Looking for positions

13

Where do you find job opportunities

Networking

- Personal connections can get you noticed
- Not every job opportunity gets posted online
- Be ready with a resumé and short statement about yourself
- Friends, coworkers
- Keep in touch with people even when you're not actively searching
- LinkedIn



14

Where do you find job opportunities

Cold calling companies

- Reaching out to smaller landscaping & tree care businesses that may not post jobs regularly online
- Start by searching for businesses in your area
- Be prepared for a lot of noes

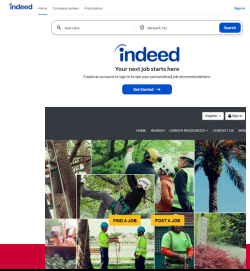


15

Where do you find job opportunities

Searching job & professional association websites

- Allows you to search widely and quickly
- Be prepared to complete an online application
- Usually more competition
- Need a quality resumé and cover letter because that will be someone's first impression of you



16

Matching your resumé to a job posting

- Identify key words that highlight what skills and abilities a company is looking for
- Online job applications often screen your resumé for keywords
 - Especially government jobs
- Make sure your resumé describes your skills in ways that connect to those keywords

17

Workbook Activity

Take 5 minutes on your own:

Read the provided job posting and highlight or underline the words you think capture the important characteristics the company is looking for.

Then:

Compare your notes with your neighbor

18

Part 3 – Editing Resumés

19

Making a quality resumé

- Employers spend a short amount of time reading these
- Everyone's got an opinion on style and formatting
- Clear and concise
- Tailored to position

20

Key considerations

- Include:
 - Skills that make you qualified
 - Education
 - Relevant experiences – ok if an experience that is not directly relevant but is transferable
- Focus on actions and accomplishments
 - Meh - 'Assisted in fundraising'
 - Better - 'Wrote reports used by Executive Director to raise funds for ecological restoration projects'
- Ensure readability, utilize headings and bullet points to stay consistent and organized

21

Let's Practice

Take 5 minutes on your own:

First read RESUME 1 and identify edits that you would recommend to strengthen it.

Then:

Discuss with your neighbor

Compare your recommendations to a stronger version in RESUME 2

22

Part 4 – Tell me about yourself

23

Job Interviews

- You've landed a job interview!
- Preparation is key to a confident and good interview

24

Getting ready for an interview

- Research the company and position
 - Use that info to have questions of your own to ask
- Dress appropriately
 - This depends on the position but err on the side of being slightly overdressed. If you are truly unsure, you could ask interviewer.
- Be on Time (5 to 10 minutes early, but not too early)
- Be enthusiastic and positive
 - Never say negative things about past employers, if they ask questions in which they try to get you to say negative things, start with the negative but move it into a positive.

25

Interview questions

- Beforehand ... search online for example job interview questions relevant to the position
- Ask a friend or family member to practice interviewing you with those questions
 - Be prepared to give examples of your experience
 - Practice saying you're not sure about a question or that you need a moment to think about that

Have you ever had equipment break when you're in the middle of job?

- Meh – Yes
- Better – Yes, I used to work with research equipment that was prone to problems. I learned to bring a box of spare parts and tools along, plus the manual and the equipment helpline. That way I was prepared to fix issues.

26

Tell me about yourself

- Very common opening question in an interview or at a networking event
- Really helpful to prepare ahead of time

27

Tell me about yourself

There's not one right way to approach this question, but consider trying out the following format by explaining:

- Who you are: a one sentence introduction to who you are professionally, that shows off your strengths infused with a touch of your personality.
- Your expertise: do not assume the interviewer has thoroughly read your resume or cover letter. Concisely emphasize 2-4 points that make you stand out from other candidates.
- Why you are here: conclude with a brief explanation of why you are there and why you want the specific position.



28

Let's practice

On your own for 10 minutes:

Imagine you're applying for a job where you'll be planting and taking care of city trees in city parks. Take about 10 minutes and write out an answer to the question, "Can you tell me about yourself?"

Break into small groups:

Each person will take turns sharing their statement. Group members should share one thing they liked about the statement and one thing that would make it stronger.



29

Summary

- Job searches are a lot of work and often frustration – rejection is normal
- Landing a job requires a lot of preparation
- Build and lean on your networks



30
