



GLOBAL  
RECRUITERS  
BUCKHEAD

OUR FRESH THINKING

## Is a career in Renewable Energy the Personal Energy Renewal you need?





---

# Is a career in Renewable Energy the Personal Energy Renewal you need?

Each hurricane, wildfire, or natural disaster violently reminds us of Mother Earth's thinning tolerance for an industrialized civilization powered by fossil fuels.

Each ounce of Artic ice that melts drifts climate change from scientific myth to stark reality – a frightening reality, to be more specific.

With climate change projected to cost the US a whopping \$2 trillion annually by 2100, the need for greener energy has never been louder. Enter renewable energy!

The renewable energy sector is deservedly enjoying a boom thanks to the sustainability and eco-friendliness it promises.

According to the International Energy Agency (IEA), global renewable electricity capacity will rise to 4,800 GW by 2026, marking a mouthwatering 60% leap from 2020

For more context, it is anticipated that renewable energy will contribute over 90% of the increase in global power capacity by 2026.

With the world aggressively adopting clean energy, there is no denying that this is the most sumptuous time to build a career in the renewable energy sector.

Care to hear something even more interesting?

Renewable energy is one of the most “professionally agnostic” industries you can break into. The industry couldn't care less where you are coming from.

## SUMMARY HIGHLIGHT

Anyone from any background can break into the renewable energy sector, so don't discredit yourself. If you want to be part of this booming industry, start preparing yourself today using the techniques provided here.

The renewable energy sector provides employment opportunities globally. Some of the best ones are in the US and can be performed remotely.

Sure, those with engineering backgrounds are needed in this sector. But so are the skills of technically-minded candidates. Your brand markets your resume more than your educational level.

Employee candidate branding is like highway signage. Make employers want to stop and experience you.

Social media – intentionally or not – markets your brand. Make it work for you and never against you.



...it is anticipated that renewable energy will contribute over 90% of the increase in global power capacity by 2026

Contrary to the presumption that you would need tremendous engineering background, just about anyone can enjoy resounding success in the renewable energy sector – be it from oil and gas, technology, SAAS, banking, healthcare, or even retail.

No, you don't need a resume adorned with a stack of engineering PhDs. What you instead need is a competitive personal brand with a track record of strong delivery. Let us talk more about this.

### What opportunities does the renewable energy sector provide?

The renewable energy sector is quickly becoming a hot cake, with jobs being added at an exponential pace. Exciting figures from the International Labor Organization (ILO) reveal that 12.7 million jobs were created in the renewable energy industry in 2021, a hike of 700,000 jobs from 2020.

The beauty of the leap is best appreciated when you factor in that 12.7 million jobs were created in a world yet reeling from the economic pangs of the COVID-19 pandemic.

Specifically, solar energy employed 4.3 million in 2021 alone.

The renewable energy industry is incrementally threatening the oil and gas industry as the job seeker's El Dorado. A Forbes study revealed that jobs in the renewable industry now pay 25% more than jobs in the fossil fuel sector.

Expectedly, you are curious about the most in-demand positions in the renewable energy industry. We would have to look at this from two perspectives: technical and non-technical opportunities.

### Most in-demand technical roles in renewable energy

Chemical engineers and electrical engineers are some of the most in-demand experts in the renewable energy sector.

The transition from fossil fuel to clean energy demands large-scale evolutions in alternative carbon energy exploration.

Chemical engineers will drive this change, critically pioneering the design of disruptive processes in building reactors, testing materials, and accelerating the adoption of renewable energy sources in chemical production.

This massive demand for chemical engineers in the renewable industry would trigger a 9.3% increase in chemical engineer jobs by 2030 compared to 2020.

As a chemical engineer in the renewable energy sector, you can expect an annual salary north of \$100k.

Electrical engineers are also in high demand in the renewable energy sector – and the reasons are not farfetched.

Electrical engineers are needed to upgrade and expand high-voltage distribution lines. They are at the heart of managing power flows and optimizing transmission through the grid.

As a renewable electrical engineer, you can expect to pocket as much as \$93,345 annually.

Material engineers and plant operators are also highly sought after, earning a median salary of \$93,600 and \$85,900, respectively.



## Most in-demand non-technical roles in renewable energy

We mentioned earlier that the renewable energy sector has highly rewarding opportunities for people with non-technical backgrounds.

Economists, marketing managers, and operation managers are some of the most sought-after roles in the non-technical regions of the renewable energy industry.

Economists in the renewable energy industry can earn up to \$105,630 annually. Marketing managers can also go home with annual pay of \$130,000, while operation managers can make up to \$97,970 yearly.

## Best locations for renewable energy jobs

Globally, Asia is at the forefront of renewable energy job creation. Specifically, China alone accounts for 42% of global renewable energy jobs.

Peering deeper into the numbers, while the United States added around 3.04 million jobs in 2021, China added 5.4 million jobs.

After China, Europe provides the highest concentration of renewable energy jobs, followed by Brazil.

That said, some of the most financially rewarding jobs globally reside in the United States.

Texas is one of the most attractive destinations for American workers seeing a career in renewable energy – especially in the wind energy industry.

California holds the crown for the most rewarding opportunities for job seekers in the solar energy sector.

By 2030, statistics project Texas to add 135,000 net new energy-supply jobs, way more than other states.

Wisconsin is also another lovable destination for high-paying clean energy jobs. The state has not been shy of its ambitions to pivot to 100% clean energy with a targeted timeline of 2050.

This transition is expected to fatten the Wisconsin economy with a mouthwatering \$21 billion.

...solar energy employed 4.3 million in 2021 alone.

It is expected that by 2050, Wisconsin will have added 46,000 net new energy-supply jobs.

Wyoming is the next jewel to eye if you seek rewarding opportunities in the renewable energy sector. The state expects to add 62,000 renewable energy supply jobs by 2050.

Only Massachusetts, New Jersey, and Connecticut are anticipated to suffer cuts in renewable energy jobs between 2030 and 2050.

Of course, you must not migrate to these states to access the burgeoning opportunities they offer in clean energy. A significant fraction of these opportunities entertains remote working arrangements.

## 6.5 steps needed to position your personal brand for growth in the renewable energy sector

Suppose by now you are convinced that a career in renewable energy is the personal energy renewal you need. In that case, the bigger question is how to build a personal brand that attracts opportunities in this blossoming sector.

### 1. Build a brand that reflects technical awareness

No, you don't necessarily need an engineering background to succeed in renewable energy. But you need a reasonable quantity of technical awareness – at the least.

Such technical awareness (not specifically technical proficiency) is necessary to have an appreciable grasp of the technological developments in the industry and how to help your employer best respond.





...some of the most financially rewarding jobs globally reside in the United States.

Technical awareness is required for non-technical leadership roles. Chances are high in the renewable energy space that your team would be interfacing with engineers, or you would lead a team with technical KPIs to deliver.

How would you effectively lead (or collaborate with) such teams if 100% of what they do sounds alien to you?

## 2. Build a brand that demonstrates strong analytical skills

Data is at the heart of critical decision-making in the contemporary renewable energy sector. The capacity to analyze and derive high-value insights from data will determine how rapidly you rise in this industry.

To succeed in the renewable energy industry, you need a personal brand that uncontestedly demonstrates strong analytical skills.

Your personal branding must provide undisputed evidence of your capacity to extract logical conclusions from trends, patterns, and market developments.

Companies in the renewable energy sector hunt these skills because it could save them millions of dollars in refining project design, streamlining experimentation, and better anticipating the customers.

## 3. Build a brand that exudes passion for environmental sustainability

The dollars shouldn't exclusively attract you to the

renewable energy sector.

You also need to have the protection of the planet at heart, demonstrating a solid commitment to the propagation of eco-friendly energy alternatives.

Some of the fastest-rising professionals in the renewable energy space are people who care about the conduciveness of the planet they leave behind for posterity.

Drive civil-friendly initiatives in your community that reflect your passion for clean energy and a greener world in general. It also makes sense to volunteer for ecological rehabilitation projects.

Such grassroots advocacy gives your resume a fragrance that renewable energy companies can't resist.

## 4. Build a brand that reeks of creativity

The renewable energy industry voraciously seeks disruptive individuals to accelerate transformation via out-of-the-box solutions.

Being a relatively young industry – compared to the ancient likes of the oil and gas industry – the clean energy space understands it has lots of catching up to do.

It knows it can't achieve the astronomic growth urgently demanded of it following conventional protocols.

This explains why the clean energy space seeks creative individuals and pioneers – becoming the haven for radical thinkers.

These are people notorious for solving the world's biggest problems in the most unorthodox fashion.

Build a personal brand that shows your keenness to exceed expectations, highlighting your capacity to innovate when the crowd leans towards traditions.

Your personal brand must document your curiosity, insatiable thirst for knowledge, and ability to learn fast.

You must demonstrate your propensity to step outside the boundaries of the known conventions, searching for cutting-edge solutions.



Your personal brand must document your curiosity, insatiable thirst for knowledge, and ability to learn fast.

## 5. Build a brand that transmits transformational leadership

The renewable energy space is direly in need of leadership – but more specifically, transformational leaders who can lead from the front and survive high-tempo work environments.

The clean energy space needs bold and strong characters that are resilient in the face of crisis, championing the decarbonization of the global energy architecture.

Such leadership will provide a safe platform for maximizing employees' individual capacities while fortifying workers with the security they need for their best expressions.

A branding that emphasizes your capacity to lead multidisciplinary teams (consisting of both technical and non-technical players) will undoubtedly fuel your career acceleration in the renewable energy space.

It would also help if you demonstrate strong social awareness, especially regarding social responsibility and being able to interface with non-energy actors in your market and communities.

## 6. Build a brand that transmits authority

A personal brand beaming with uncontested subject matter expertise gives you supersonic ascension in the renewable energy space.

With the planet at stake, the clean energy industry has the least tolerance for amateurishness. Subject matter experts are increasingly sought after to drive transformation at breakneck speeds.

Your chances of penetrating (or accelerating in) renewable energy are most robust if you specialize in a niche and become a force to reckon with in that niche.

Get featured in authoritative media outlets

related to your niche and build significant international exposure. Build a strong reputation behind your name, and the top guns in the renewable energy space will come calling.

## 6.5. Sell your Brand with Power, Energy & Confidence

Great! By now, you have solidly built your brand. The next task would be to sell your brand value proposition with electrifying power and energy.

Consistently promote how your brand would create a greener earth and more economic returns for the green companies that hire you.

Deliberately build targeted networks to stimulate your growth in the clean energy space. It also helps to show up at clean energy seminars and conferences to meet the industry drivers.

Lastly, always ensure that your social media platforms trumpet-blast your candidacy for positions in the renewable energy sector.

Always strategically insert your professional achievements in your social posts. Some powerful eyeballs may be looking out.



Build a strong reputation of delivery behind your name, and the top leaders in the renewable energy space will come calling.

### Final thoughts

When we think of branding, we usually think of those corporations doing business along the highways we travel. They advertise their products with messages on their signs hoping to attract travelers – or revenue opportunities. Many consumers associate these business signs with the company’s brand as if they are the same. In some ways, I suppose they are. The sign is what persuades customers to stop and experience the brand.

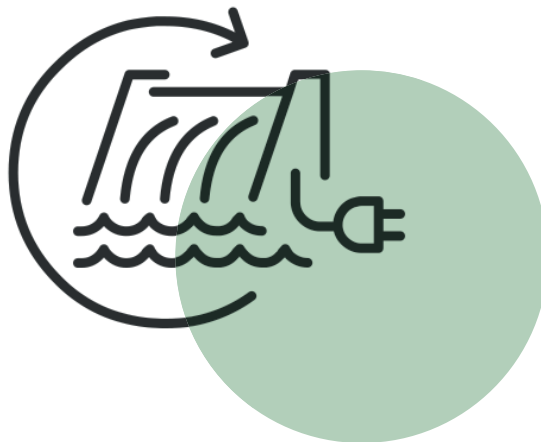
Most of us do not consider our personal brands or the messages we display to others through our behavior, attitude, character, and personality. These traits are our revenue opportunities when we apply for jobs. They are the signs employers see when they pursue someone for employment. They demonstrate our brand.

As a candidate for employment in the renewable energy field, your brand goes before you and represents you long before you get the

opportunity to interview. Your brand is present on your social media accounts, around your current workplace, and in your personal and professional relationships. Your brand is tucked away inside your personnel file.

Do you see the picture yet?

Without knowing, you have already begun building your brand. Use the 6.5 steps I provided to shape your brand into one that the renewable energy sector will not want to miss. The employment and income opportunities are available to the best-qualified candidates. If properly prepared and advertised, your brand may offset a lack of experience and catapult you to the top of a short list of candidates.





## ABOUT THE AUTHOR



**Michael D. Brown,  
Senior Managing Partner  
Global Recruiters of Buckhead**

Michael D. Brown is a Global management expert, and award-winning author of *Fresh Passion: Get a Brand or Die a Generic*, *Fresh Customer Service®: Treat the Employee as #1 and the Customer as #2 and You Will Get Customers for Life*, and *Fresh Passion Leadership: Become a Distinct, Branded Leader or Extinct Generic*.

Michael is a sought-after speaker and thought leader on the topics of *Talent & Human Capital Strategies*, *Competitive Customer Experience*, *Laser Focus Personal Branding*, and *Profitable & Sustainable Business Growth*.

Leveraging his track record of delivering competitive commercial results, developing and executing competitive talent & human capital strategies, Michael continues to partner with organizations eager to leverage top-tier talent for transformative growth and results. Together, these partnerships lead to the Unlocking and Unleashing of World-Class Talent, enabling the achievement of ultimate potential for the individual and organization.



UNLOCKING AND UNLEASHING  
WORLD-CLASS TALENT TO ENABLE  
ULTIMATE POTENTIAL  
FOR THE INDIVIDUAL AND ORGANIZATION

[www.GRNBuckhead.com](http://www.GRNBuckhead.com)