

2023 NONPROFIT HIRING TRENDS & SALARY GUIDE



Careers In Nonprofits acquired PNP Staffing Group in 2022, with one primary purpose: Merge our company's talents, resources, and people to deliver industry-leading nonprofit staffing solutions.

At CNP, we understood this important truth — combining our teams and specialized expertise would make us an unbeatable force in the nonprofit sector.

Our 2023 Nonprofit Hiring Trends and Salary Guide illustrates the benefits we can deliver when working together. This guide leverages the invaluable nonprofit data points, patterns, and trends PNP gathers every year (22 years and counting!) and merges it with the proven hiring tips and best practices we've gathered over the last 25+ years.

THE RESULT? AN INVALUABLE RESOURCE TO HELP OUR NONPROFIT HIRING MANAGERS STAFF FOR SUCCESS IN 2023.

In our 22nd annual salary survey of nonprofits, associations, and social good organizations, we see a sector that is rebounding from the disruptions of the past two years with resilience and resolve, growing and responding with renewed vigor to distinctive new challenges.

The nonprofit sector is more vibrant than at any time since 2019. Through challenging and changing economic, political, and social times, a highly competitive marketplace for talent, and a great deal of uncertainty about the future, mission-driven organizations, as this report reflects, are alive and well, and moving forward with innovation and determination.

By building on strength as they look forward to 2023, nonprofits continue to be an increasingly important sector of the American economy.

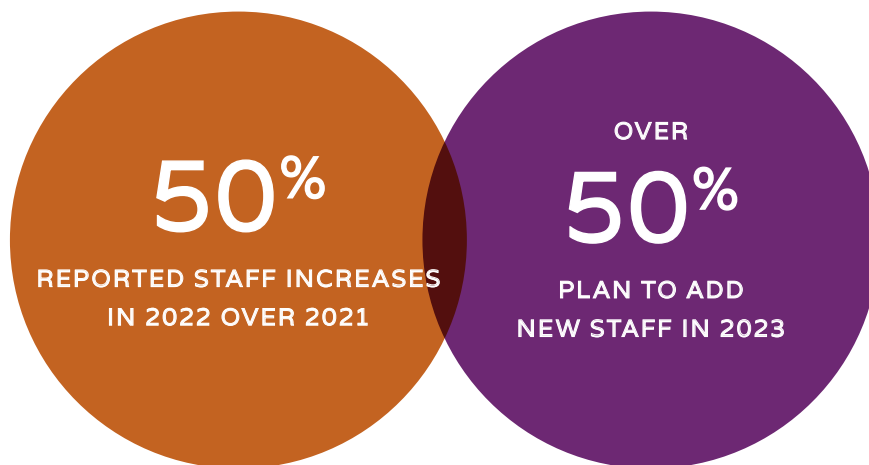
Our findings, from over 1600 respondents (the largest number of responders in any year), show that organizations are unafraid to react robustly to deal with ongoing changes. We find that nonprofit leaders and decision makers are cautiously optimistic about the future – and for good reasons.



What we LEARNED

Our survey revealed two important details as well as several key statistics. We learned:

- 1) Because the sector is hiring aggressively, our survey found that the demand for talented and experienced staff is exceeding supply and driving up salaries.



- Due to a very competitive job market, salaries have increased substantially over the past year. For some positions, particularly in Development and Program Management, salaries have increased even more dramatically.
- A limited supply of experienced candidates, particularly in management, has driven up the cost of employee salaries, as candidates find new ways to work and leave positions for other opportunities.
- 65% of respondents report that they are having more difficulty than ever successfully recruiting candidates to fill positions – and in some sectors, such as the Arts, that appears to be particularly the case.

2) The most important trend/issue for organizations has been the changes in *how and where we work*. Our survey found the following:

- While there is some movement back into the office, most organizations have developed a hybrid working arrangement, which appears, with variations, to be here to stay for at least the foreseeable future.

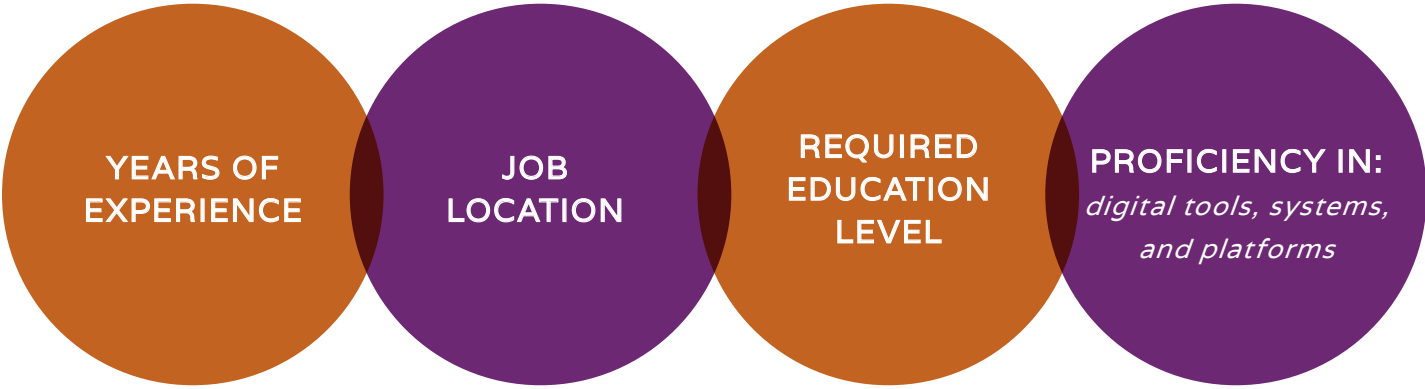


- Retention of experienced staff has become an issue of growing concern as staff become more mobile and more removed from traditional offices.
- Employment data shows that workers are able and willing to leave jobs they find unsatisfying and will go elsewhere.
- The hybrid office model is creating new challenges for nonprofit management, especially in the areas of on-boarding and training new hires.



Nonprofit STAFFING TRENDS

It's critical for organizations in the nonprofit vertical to enter the hiring process knowing relevant salary ranges. Yes, nonprofit professionals are still driven by their heart for a specific cause. But competitive compensation is a top factor when attracting qualified candidates. Knowing salary ranges on some common nonprofit positions can keep you informed and help you secure the right resources for your open opportunities. **Some compensation considerations include:**

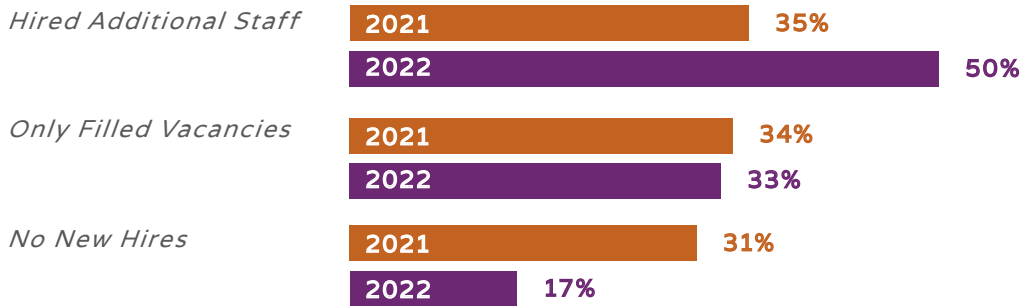


Careers In Nonprofit's Salary Guide can help you evaluate your salary expectations to see how you measure up with the current market value on several positions. Here, we've broken down some of the top nonprofit positions based on the U.S. region.

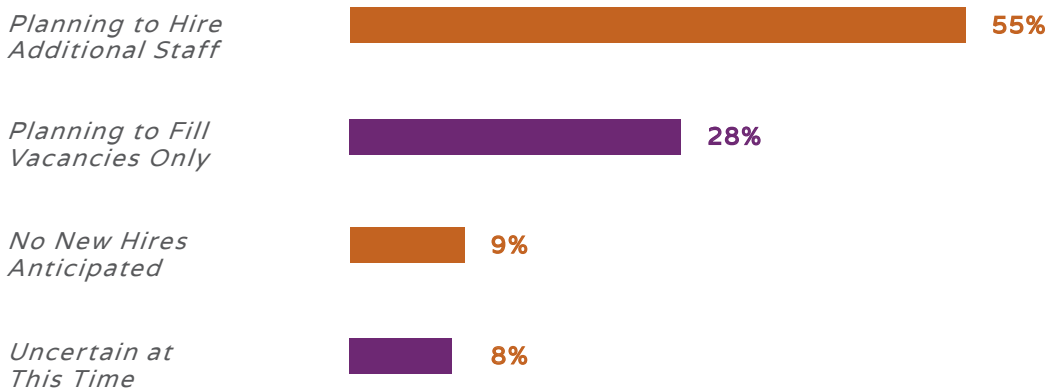
Staffing Trends: NONPROFITS ARE GROWING

For the first time since 2019, more than half of nonprofits reported hiring for growth by adding positions, not just hiring to fill vacancies:

Reports for 2021 and 2022



Projections for 2023



Nonprofit Salaries ARE RISING

- ✔ 85% of those surveyed say that they gave at least cost-of-living increases from 2021 to 2022.
- ✔ One-third (33%) report across-the-board increases of 5% or more.
- ✔ 13% said that they made substantial salary adjustments for select positions, particularly to address DEI priorities.
- ✔ Only 9% of nonprofits reported holding salaries flat from 2021 to 2022.
- ✔ A mere 6% recorded reductions in salaries, and those decreases were largely for select positions, rather than across the board.



Nonprofit Staffing CHALLENGES

As post-pandemic growth combines with an increased demand for talent, staff salaries were driven up in 2022, resulting in significant challenges for recruitment and retention.

Difficulties in Filling Positions

Those who reported more difficulty in filling positions than in the past several years cited the principal reasons. Salary considerations top the list:



Those reporting having the most difficulties in hiring staff are:



Those reporting somewhat less difficulty filling positions (although the numbers are still notably high, compared with past surveys and reports):



Other Staffing **CHALLENGES**

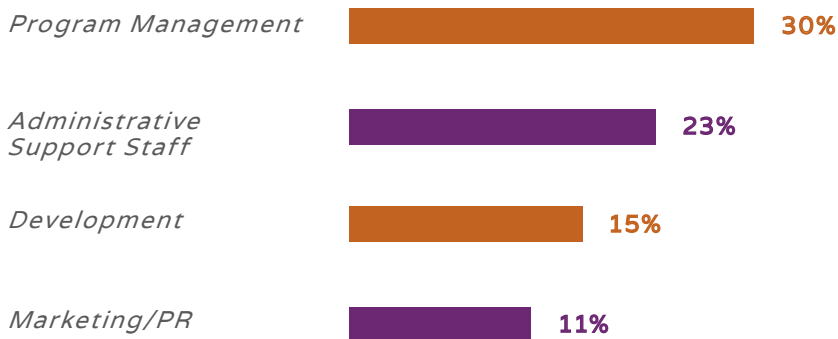
Positions in Most Demand

Nonprofit organizations told us that they are having the greatest difficulty finding talented and experienced candidates, meeting rising salary expectations, and successfully filling positions in the following areas:



Difficulties in Retaining Talent

Nonprofits report that they are experiencing the greatest challenges in the current competitive marketplace in keeping talented and experienced staff in the following areas:

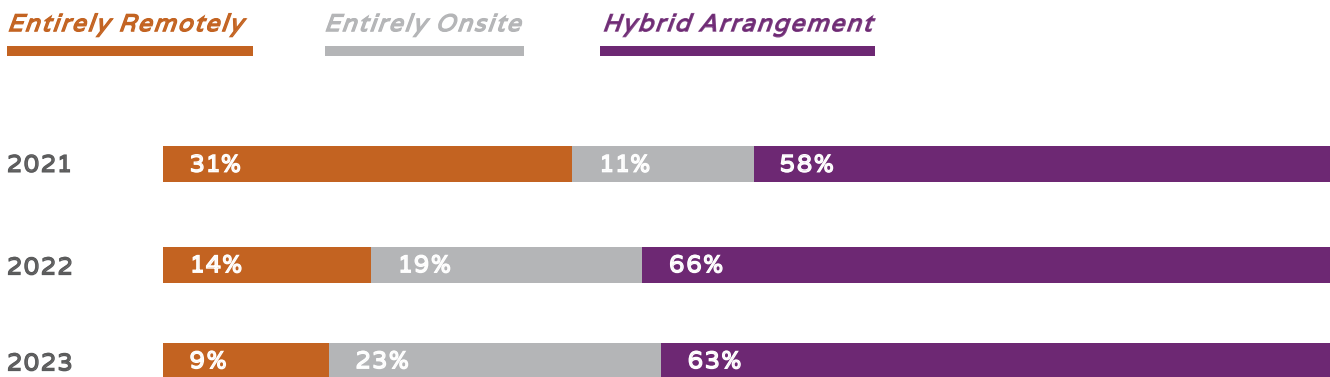


THE MARKETPLACE FOR SKILLED AND HIGHLY QUALIFIED STAFF IS EXCEPTIONALLY CHALLENGING AS ORGANIZATIONS SEEK TO RECRUIT AND RETAIN TOP TALENT.

Workplace TRENDS

The New Workplace

While there is some post-COVID movement back into traditional office space, most nonprofits have settled into a hybrid work model (spending some time in the organization’s physical office, but an equal amount or more time working remotely.) This working arrangement appears to be continuing well into 2023. Related to these workplace trends and issues, a substantial number (36%) of nonprofits say they are now paying a stipend for home office expenses (IT, Telephone) for staff working remotely.



Office Space

In their plans for the uses of traditional physical office space in 2023, nonprofit organizations divide into thirds:



Issues & Challenges

With two-thirds or more of staff working at least some of the time remotely, nonprofit leaders report several significant organizational issues in 2022, which will be continuing into 2023. These issues are magnified by increased hiring, scarcity of talent, growth and development plans, and the changing business models of many nonprofits.

Primary Workplace Staffing Issues for Nonprofits in 2023

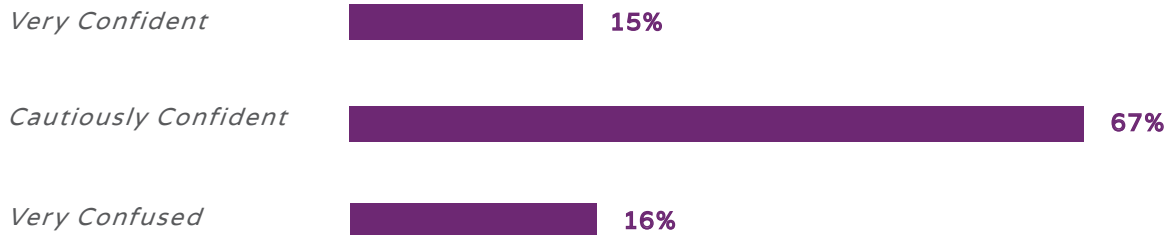


Outlook

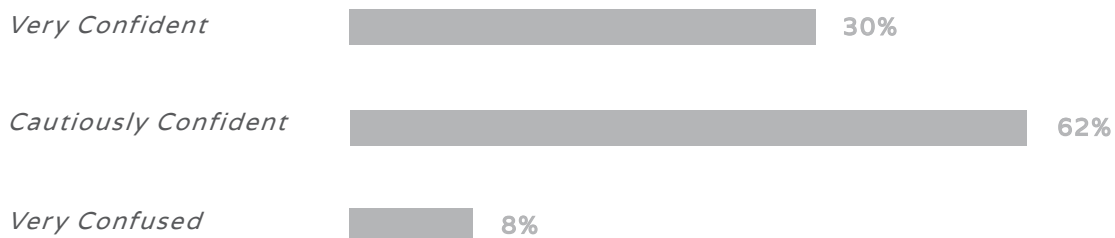
FOR THE FUTURE

We asked, “How confident, optimistic are you about prospects in 2023?”

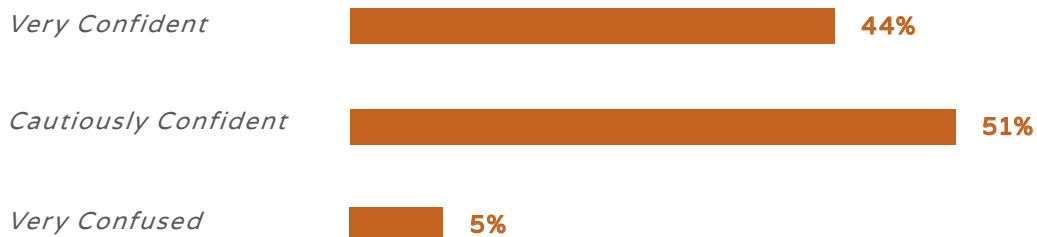
About the Nonprofit Sector



About your Organization



About your own career in this sector



Conclusion

Nonprofits are responding to post-pandemic challenges with new and renewed strategic planning.

Of the 1,600 nonprofit survey respondents, 74% note that they either have now or will have a Board supported business plan in place for 2023 that will include new staff working arrangements, recruitment, retention, and compensation strategies.

Despite the changes and challenges facing large and small nonprofits, our survey found a high level of cautious confidence regarding the outlook for 2023 and the future for the sector and for their organizations.

For candidates seeking jobs in the nonprofit sector, the job market looks very promising. For nonprofit employers, the marketplace for skilled and highly qualified staff appears exceptionally challenging, as organizations seek to recruit and retain top talent. Meeting these challenges will require nonprofit leaders to do sound strategic planning, to be committed to both innovation and perseverance, and, most importantly, to be willing to raise salaries.



Salary GUIDE

Yes, nonprofit professionals are still driven by their heart for a specific cause. But competitive compensation is a top factor when attracting qualified candidates. Knowing salary ranges on some common nonprofit positions can keep you informed and help you secure the right resources for your open opportunities. Some compensation considerations include:

- ✓ Years of experience
- ✓ Job location
- ✓ Required education level
- ✓ Proficiency in digital tools, systems, and platforms

Careers In Nonprofit's Salary Guide can help you evaluate your salary expectations to see how you measure up with the current market value on several positions.



EAST COAST SALARY RANGES

Executive Director:	\$110-\$200K
Executive Assistant:	\$70K-\$90K
Program Manager:	\$80K-\$90K
Program Director:	\$110K-\$160K
Program Coordinator:	\$55K-\$65K
Accounting Director:	\$90K
Human Resources (HR) Director:	\$120K-\$150K
Human Resources (HR) Manager:	\$80K-\$110K
Marketing Communications Manager:	\$75K-\$90K
President, Non-Profit Organization:	\$150K-\$220K+
President and CEO:	\$150K-\$220K+
Research Analyst:	\$65K-\$75K
Social Services Manager:	\$55K
Human Resources (HR) Assistant:	\$50K
General / Operations Manager:	\$70K-\$90K
Director of Community Engagement:	\$95K-\$110K
Director of Communications and Digital Strategy:	\$100K-\$150K
Database Administrator (DBA):	\$60K
Community Outreach Coordinator:	\$50K+
Communications Director:	\$90K-\$150K

Chief Operating Officer (COO):	\$120K-\$190K
Chief Financial Officer (CFO):	\$150K-\$220K
Administrative Coordinator:	\$50K
Accounting Manager:	\$85K

MIDWEST SALARY RANGES

Executive Director:	\$90-\$150K
Executive Assistant:	\$65-\$90K
Program Manager:	\$55-\$80K
Program Director:	\$80-\$130K
Program Coordinator:	\$40-\$50K
Finance Director:	\$95-\$160K
Human Resources (HR) Director:	\$100-\$130K
Human Resources (HR) Manager:	\$75-\$90K
Marketing Communications Manager:	\$60-\$85K
President and CEO:	\$115-\$200K
Research Analyst:	\$55-\$80K
Social Services Manager:	\$50-\$80K
Human Resources (HR) Assistant:	\$40-\$55K
Operations Manager:	\$90-\$125K
Director of Community Engagement:	\$70-\$120K

Director of Development/Fundraising:	\$90-\$140K+
Director of Communications and Digital Strategy:	\$90-\$140K+
Database Administrator (DBA):	\$55-\$70K+
Community Outreach Coordinator:	\$40-\$55K
Communications Director:	\$90-\$140K
Chief Operating Officer (COO):	\$120-\$200K
Chief Financial Officer (CFO):	\$150-\$200K
Administrative Coordinator:	\$40-\$55K
Accounting Manager:	\$80-\$100K
Grants Manager:	\$70-\$90K
Controller:	\$90-\$120K

WEST COAST SALARY RANGES

Executive Director:	\$150-\$300K
Executive Assistant:	\$75-\$115K
Program Manager:	\$70-\$110K
Program Director:	\$130-\$180K
Program Coordinator:	\$60-\$70K
Director of Finance:	\$120-\$200K
Human Resources (HR) Director:	\$120-\$180K
Human Resources (HR) Manager:	\$80-\$110K
Marketing Communications Manager:	\$75-\$110K

President, Non-Profit Organization:	\$150-\$300K
President and CEO:	\$150-\$300K
Research Analyst:	\$75-\$120K
Social Services Manager:	\$65-\$80K
Human Resources (HR) Assistant:	\$50-\$65K
Operations Manager:	\$80-\$120K
Operations Director:	\$110-\$175K
Director of Development:	\$120-\$180K
Chief Development Officer:	\$150-\$250K
Development Manager/ Individual Giving Manager/Annual Fund Manager:	\$75-\$105K
Major Gifts Officer:	\$90-\$130K
Director of Community Engagement:	\$90-\$120K
Director of Communications and Digital Strategy:	\$120-\$200K
Database Administrator (DBA):	\$65-\$100K
Volunteer Coordinator:	\$55-\$80K
Communications and Marketing Director:	\$120-\$200K
Chief Operating Officer:	\$130-\$250K
Chief Financial Officer (CFO):	\$130-\$250K
Administrative Coordinator:	\$50-\$75K
Staff Accountant :	\$80-\$115K

Know How to Remain Competitive IN TODAY'S CANDIDATE-DRIVEN ECONOMY

Right now, most nonprofit employers are making employment offers at the top of these salary ranges to remain competitive in today's candidate-driven economy. These hiring executives recognize that they must remain poised to hire the right resources when they find them — or risk losing elite talent to other competitors.

Beyond offering higher salaries, nonprofit organizations must also create offers that are counteroffer resilient in today's highly competitive economy. Other important factors to consider when extending an offer include flexibility with where work is going to happen. Many nonprofit leaders are also including hybrid remote/onsite work options to stay ahead of the competition also vying for top talent.

A Nonprofit Staffing Agency Can Help Organizations Find Elite Nonprofit Professionals

To successfully move forward with hiring in the current job climate, many nonprofit leaders have partnered with a nonprofit staffing agency to outsource their existing workforce needs. A capable nonprofit staffing agency delivers several distinctive benefits to the hiring process:



Vetted Network of Qualified Professionals

Nonprofit leaders managing the hiring themselves quickly learn that it's nearly impossible to run their organizations and chase talent. A recruiting firm specializing in the nonprofit sector has an already-established network of qualified professionals, helping them quickly zero in on the right prospects for your organization. They will screen and vet on your behalf, ensuring only the best matches make it over to your inbox.



Proactive and Passive Recruiting

Most nonprofit organizations begin the job search once there is an open position in the organization. Nonprofit recruiters are constantly connecting with new candidates looking for work in the nonprofit sector. They employ a wide range of proactive and passive recruiting strategies, going beyond applicants currently seeking jobs to find those who aren't looking for a new opportunity ... yet. Passive recruiting strategies enable them to go beyond finding the best available talent to source the best talent period.



Communicate Your Mission

Most importantly, the right nonprofit staffing agency will serve as an extension of your team, leveraging their industry experience and expertise to anticipate your hiring needs. They will understand the hard and soft skills needed for success in your organization and develop a pipeline of candidates with a passion for your company's mission. Additionally, your nonprofit recruiting team will effectively communicate both your organization's purpose and what's expected of them in any given position to find the right candidates who have the skills and the heart to serve your communities.

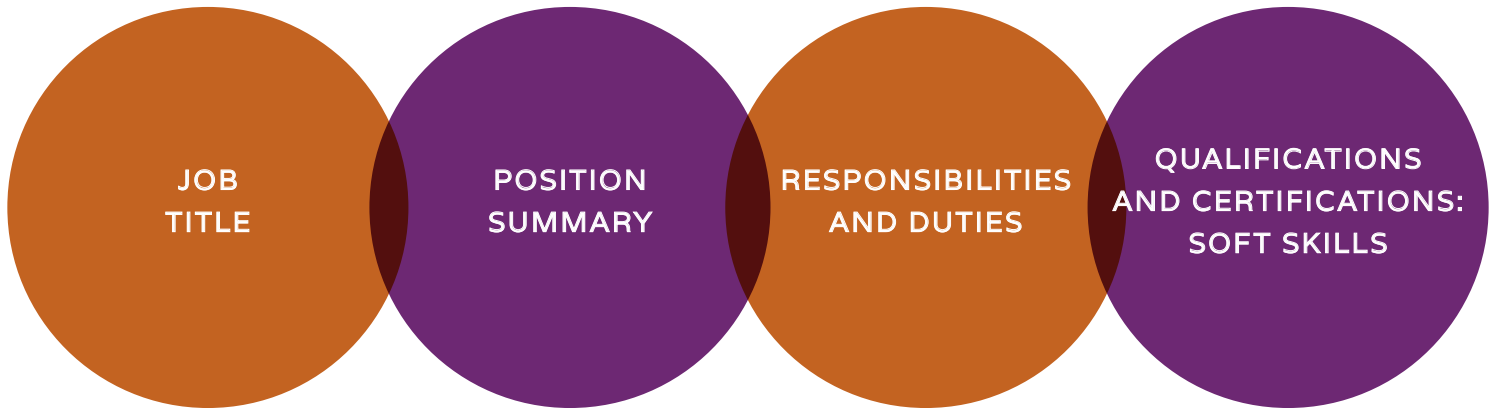
Developing Your Nonprofit's Hiring Best Practices

Salary alone isn't always enough to close the very best candidates. It's essential to develop hiring best practices for your nonprofit to support your staffing efforts. Some key considerations include:



Create Attention-Grabbing Job Descriptions

Even in the current economy, job descriptions matter. Sure, you may know the right fit for your organization when you see it – but will the right fit recognize they are a match for your position when they see it posted on a job board? Nonprofit leaders recognize the hard and soft skills needed for success with their open positions. However, transferring that knowledge into a compelling job description is challenging. Your chosen nonprofit staffing agency will help you develop an attention-grabbing job description with:



JOB
TITLE

POSITION
SUMMARY

RESPONSIBILITIES
AND DUTIES

QUALIFICATIONS
AND CERTIFICATIONS:
SOFT SKILLS



Establish an Interview Schedule

Everyone assumes that interviews are only stress-inducing for candidates. However, nonprofit leaders can also find themselves overwhelmed and drained navigating through the interview process. Establish a process that identifies who will interview each applicant and block off time on everyone's schedules to ensure all key players meet with the candidate.



Have Prepared Questions

Allowing the conversation to flow naturally with a candidate is a good thing. However, going into the interview without some structure can leave unnecessary gaps and unnatural pauses in the conversation. Worse still, you may complete the screening and still not know what you need to make a hire. Develop a specific list of questions to get the answers you'll need for an informed decision.

At CNP Staffing, we work with our clients to create some baseline questions. Some examples may include:

- What one skill do you believe makes you the most qualified candidate for this position?
- How would you describe your working style?
- Can you share a time when you faced and overcame a professional challenge?
- How do you practice professional development and skill improvement?
- What professional accomplishment are you most proud of and why?
- How would you describe an ideal work environment?
- If hired, what is the first task or project you'd like to focus on in this position?
- What excites you most about this position?



Make a Great (and Transparent) First Impression

The pressure will always be on candidates to stand out in an interview. However, nonprofit leaders should also be ready to make a great first impression. Be prepared to talk about your organization, its mission, and your team's commitment to serving its designated community. You should also be fully transparent about what the job entails and the passion, dedication, and empathy someone will need for success in the position.



Be Present

Staying focused and fully engaged is often difficult for nonprofit leaders who are simultaneously running their organizations and growing their teams. However, finding the right candidate will require your full attention in the interview process. Clear your schedule and leave your cellphone and laptop in another room during the screening so you can be fully present for the conversation.



Take Notes – After the Interview

Taking notes during the conversation can be distracting. However, you should try to jot down some thoughts after the interview has ended. Outline skill sets, strengths, observations, and any potential concerns so you can refer to them when you're ready to make your final decision.



Give Feedback

Providing prompt feedback is not only a professional courtesy, but it can also prevent a delayed response from costing you your lead candidate. Always give feedback to your nonprofit staffing firm so they can better understand your hiring mindset on the candidates that aren't a good fit – or accelerate the final steps to an offer on the candidates you want to hire.



Contact CNP STAFFING TODAY

CNP Staffing partners with nonprofit organizations across virtually every vertical to source high-performing professionals with a heart for community and service. Contact us today to learn more about our unique approach to nonprofit staffing solutions.

CONNECT TODAY



info@careersinnonprofits.com | www.careersinnonprofits.com |   

HEADQUARTERS

33 N. Dearborn
Suite 1610
Chicago, IL 60602
Phone: 312.533.2310

WASHINGTON DC

1001 Connecticut Ave. NW
Suite 314
Washington, DC 20036
Phone: 202.795.2445

SAN FRANCISCO

466 Geary Street
Suite 201
San Francisco, CA 94102
Phone: 415.251.4050