

PROFESSIONALS *for* NONPROFITS

NY SALARY SURVEY 2010

Annual Salary Survey of New York City Nonprofits

ISSUE TWELVE

ABOUT SURVEY 2010

Nearly one thousand New York area nonprofits responded to our survey to share salary and hiring information in their organizations in 2010. Our special thanks to all who responded to our survey. Results are listed on the back.

This year's survey report is two pages rather than four because in 2010 salaries were more consistent throughout the nonprofit sector, regardless of the type of organization, and so dividing organizations by type was not necessary.

We also noticed that salary ranges for year 2010 were wider than ever before as different organizations made varied adjustments to salary levels throughout the year – some still struggling to get through the year, while others began bringing staff back on board.

TWO-YEAR TRENDS

Prior to 2010, nonprofits responded to the economic downturn in a variety of ways —

- Most nonprofits froze hiring and salaries and kept vacancies unfilled
- Few organizations reduced salaries across the board
- Some organizations eliminated support positions while making few changes to middle and upper management positions
- Some organizations combined programs and program staff but kept their remaining staff intact
- For a majority of nonprofits, budget factors alone determined staff count

WHAT ORGANIZATIONS DID IN 2010

Only 10% of organizations continued to reduce staff in 2010, while the remainder either made no staff changes or began to hire additional staff. The need for more staff in 2010 is understandable given the staff cuts instituted by organizations in prior years.

Our respondents reported the following in 2010:

- **12%** increased executive staff
- **14%** increased IT staff
- **17%** increased finance staff
- **20%** increased marketing staff
- **29%** increased development staff
- **33%** increased program staff

Many organizations eliminated entry level support positions allowing them to increase salaries on more senior positions. In some cases, salaries offered to new hires were raised as the search for talent, particularly in fundraising and finance, became more competitive.

WHAT ORGANIZATIONS WILL DO IN 2011

SALARIES: Expected changes in 2011

- 49%** plan to increase staff salaries by 1% – 3%
- 25%** predict no change in staff salaries
- 14%** expect to increase salaries by 3.1% – 5%
- 9%** undecided
- 3%** will decrease staff salaries

STAFFING: Predicted staff increases in 2011

- 33%** plan on hiring program staff
- 24%** plan to increase fundraising staff
- 17%** will hire marketing staff
- 13%** will increase their support staff
- 10%** will hire finance staff
- 9%** plan to hire IT staff
- 7%** will add executive staff

Fundraising and Program staff are, clearly, the highest priority in 2011.

FACTORS that will determine hiring in 2011

- 68%** budget size
- 31%** organizational strategies for future growth
- 17%** vacancies that are critical to fill
- 5%** grant requirements

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With 31% of organizations projecting budget growth in 2011, we know that hiring staff will be on top of their list of priorities. Finding talent will become more and more competitive, and 50% of respondents noted that, although unemployment figures remain high, they expect that finding qualified talent will be difficult.

When you need help finding the right talent for your organization, contact PNP for exceptional temporary, temp to hire, direct hire, and executive search exclusively for the nonprofit sector.

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2010 NY NONPROFIT SALARY RANGES (IN ALL SECTORS)

Operating Budget:	Under \$2M	\$2.1-5M	\$5.1-10M	\$10.1-20M	\$20.1-50M	\$50M +
MANAGEMENT & ADMINISTRATION						
CEO/President	NA	140-160K	160-220K	180-260K	250-300K	280-350K+
Executive Director	80-110K	100-140K	130-170K	160-200K	200-250K	260-300K
Chief Operating Officer	NA	90-130K	120-150K	140-170K	160-180K	180-240K
VP/Dir of Human Resources	NA	80-90K	90-100K	100-120K	120-140K	120-160K
Office Manager	NA	50-60K	60-70K	60-70K	70-80K	70-80K
Executive Assistant	NA	50-60K	50-60K	60-70K	70-80K	70-80K
Administrative Assistant	35-45K	40-50K	40-50K	40-50K	50-60K	50-60K
FINANCE						
CFO/VP of Finance	NA	80-120K	120-140K	140-160K	160-200K	180-200K
Dir of Finance	NA	80-90K	90-100K	100-120K	120-140K	140-160K
Controller	NA	70-80K	80-90K	90-100K	100-130K	120-140K
Staff Accountant	NA	60-70K	60-70K	70-80K	70-80K	80-90K
Bookkeeper	NA	40-50K	50-60K	60-70K	60-70K	60-70K
FUNDRAISING						
VP/Chief Development Officer	NA	100-120K	120-140K	140-160K	160-180K	180-220K
Dir of Development	70-80K	80-100K	100-130K	120-140K	140-160K	160-180K
Dir of Major Gifts	NA	80-90K	80-110K	100-120K	120-140K	140-160K
Dir of Fdn/Corp Giving	NA	70-80K	80-90K	90-100K	100-120K	120-140K
Development Officer	NA	60-70K	70-80K	80-90K	90-100K	100-110K
Dir of Special Events	NA	70-80K	80-90K	90-100K	100-110K	110-120K
Grants Writer	NA	50-60K	60-70K	70-80K	80-90K	80-90K
Development Associate	40-50K	40-50K	50-60K	50-60K	60-70K	60-70K
Development Assistant	35-40K	35-45K	40-50K	40-50K	50-60K	50-60K
PUBLIC RELATIONS & MARKETING						
VP of PR/Marketing	NA	70-90K	80-110K	110-130K	120-150K	140-160K
Dir of PR/Marketing	NA	60-70K	70-80K	80-90K	90-100K	100-120K
PR/Marketing Associate	40-50K	40-50K	50-60K	60-70K	60-70K	70-80K
PROGRAMS & EDUCATION						
VP of Programs/Education	NA	70-90K	80-110K	100-130K	120-140K	130-160K
Dir of Programs/Education	50-60K	60-70K	70-80K	80-90K	90-100K	100-120K
Program/Education Associate	40-45K	40-50K	50-60K	60-70K	60-70K	70-80K
IT & DATABASE MANAGEMENT						
VP/Dir of IT	NA	70-80K	80-100K	90-110K	100-130K	120-140K
Network Administrator	NA	NA	60-70K	70-80K	70-80K	80-100K
Database Manager	NA	NA	50-60K	60-70K	60-70K	70-80K



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