

# PROFESSIONALS *for* NONPROFITS

## NJ SALARY SURVEY 2010

Annual Salary Survey of New Jersey Nonprofits

ISSUE THREE

### ABOUT SURVEY 2010

Nearly three hundred New Jersey 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

- 55%** plan to increase staff salaries by 1% – 3%
- 30%** predict no change in staff salaries
- 9%** expect to increase salaries by 3.1% – 5%
- 4%** undecided
- 2%** will decrease staff salaries

#### STAFFING: Predicted staff increases in 2011

- 26%** plan on hiring program staff
- 21%** plan to increase fundraising staff
- 15%** will hire marketing staff
- 10%** will increase their support staff
- 10%** will hire finance staff
- 9%** plan to hire IT staff
- 5%** will add executive staff

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

#### FACTORS that will determine hiring in 2011

- 45%** budget size
- 28%** organizational strategies for future growth
- 20%** vacancies that are critical to fill
- 7%** grant requirements

\* \* \*

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 NJ NONPROFIT SALARY RANGES (IN ALL SECTORS)

| Operating Budget:                       | Under \$2M | \$2.1-5M | \$5.1-10M | \$10.1-20M | \$20.1-50M | \$50M +  |
|---|------------|----------|-----------|------------|------------|----------|
| <b>MANAGEMENT &amp; ADMINISTRATION</b>  |            |          |           |            |            |          |
| <b>CEO/President</b>                    | NA         | 120-150K | 140-160K  | 160-180K   | 180-210K   | 200-250K |
| <b>Executive Director</b>               | 80-100K    | 100-120K | 120-140K  | 130-160K   | 100-180K   | 180-200K |
| <b>Chief Operating Officer</b>          | NA         | 90-100K  | 100-120K  | 120-140K   | 140-160K   | 160-180K |
| <b>VP/Dir of Human Resources</b>        | NA         | 60-70K   | 60-70K    | 70-80K     | 80-100K    | 100-120K |
| <b>Office Manager</b>                   | NA         | 50-60K   | 60-70K    | 60-70K     | 60-70K     | 70-80K   |
| <b>Executive Assistant</b>              | NA         | 40-50K   | 40-50K    | 50-60K     | 50-60K     | 60-70K   |
| <b>Administrative Assistant</b>         | 35-40K     | 40-45K   | 45-50K    | 45-50K     | 50-60K     | 50-60K   |
| <b>FINANCE</b>                          |            |          |           |            |            |          |
| <b>CFO/VP of Finance</b>                | NA         | 80-100K  | 100-120K  | 120-130K   | 130-140K   | 140-180K |
| <b>Dir of Finance</b>                   | NA         | 70-80K   | 80-100K   | 100-120K   | 110-130K   | 120-140K |
| <b>Controller</b>                       | NA         | 70-80K   | 80-90K    | 90-100K    | 100-110K   | 110-120K |
| <b>Staff Accountant</b>                 | NA         | 50-60K   | 50-60K    | 60-70K     | 70-80K     | 70-80K   |
| <b>Bookkeeper</b>                       | NA         | 40-50K   | 40-50K    | 40-50K     | 40-50K     | 50-60K   |
| <b>FUNDRAISING</b>                      |            |          |           |            |            |          |
| <b>VP/Chief Development Officer</b>     | NA         | 90-110K  | 100-120K  | 110-130K   | 120-140K   | 130-150K |
| <b>Dir of Development</b>               | 70-80K     | 80-90K   | 90-100K   | 100-110K   | 110-120K   | 120-130K |
| <b>Dir of Major Gifts</b>               | NA         | 70-80K   | 80-90K    | 90-100K    | 100-110K   | 110-120K |
| <b>Dir of Special Events</b>            | NA         | 60-70K   | 70-80K    | 80-90K     | 80-90K     | 90-100K  |
| <b>Grants Writer</b>                    | 40-55K     | 50-60K   | 60-70K    | 60-70K     | 60-70K     | 70-80K   |
| <b>Development Associate</b>            | 40-45K     | 45-50K   | 50-60K    | 50-60K     | 50-60K     | 50-60K   |
| <b>Development Assistant</b>            | 30-35K     | 30-35K   | 35-40K    | 35-40K     | 40-50K     | 40-50K   |
| <b>PUBLIC RELATIONS &amp; MARKETING</b> |            |          |           |            |            |          |
| <b>VP/Dir of PR/Marketing</b>           | NA         | 70-80K   | 80-90K    | 90-100K    | 100-110K   | 110-120K |
| <b>Dir of PR/Marketing</b>              | NA         | 60-70K   | 60-70K    | 70-80K     | 80-90K     | 90-110K  |
| <b>PR/Marketing Associate</b>           | NA         | 45-50K   | 50-60K    | 50-60K     | 50-60K     | 60-70K   |
| <b>PROGRAMS &amp; EDUCATION</b>         |            |          |           |            |            |          |
| <b>VP of Programs &amp; Education</b>   | NA         | 70-80K   | 80-90K    | 90-100K    | 100-110K   | 110-120K |
| <b>Dir of Programs/Education</b>        | NA         | 55-60K   | 60-70K    | 70-80K     | 80-90K     | 90-100K  |
| <b>Program/Education Associate</b>      | 40-45K     | 40-50K   | 50-60K    | 50-60K     | 50-60K     | 60-70K   |
| <b>IT &amp; DATABASE MANAGEMENT</b>     |            |          |           |            |            |          |
| <b>VP/Dir of IT</b>                     | NA         | NA       | 70-80K    | 80-90K     | 90-100K    | 100-110K |
| <b>Network Administrator</b>            | NA         | NA       | 50-60K    | 60-70K     | 70-80K     | 70-80K   |
| <b>Database Manager</b>                 | NA         | NA       | 50-60K    | 50-60K     | 50-60K     | 60-70K   |



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