



# NONPROFIT SALARY & HIRING GUIDE



Nonprofits have long held their position as the third-largest employer in the U.S. economy, edging out manufacturing in 2017, and falling just behind retail trade and restaurants and hotels. According to the [2019 report](#) on nonprofit employment, these organizations employ approximately 22.6 million workers, or roughly 14% of the entire U.S. workforce.

Like most sectors in 2020, COVID-19 had a significant impact on nonprofit employment. COVID struck at a time when demand for skilled nonprofit professionals was growing. However, the global pandemic quickly brought hiring to a grinding halt. According to a [2020 John Hopkins report](#), job losses for U.S. nonprofit workers reached approximately 1.6 million between March and May.

## *Nonprofit Organizations have* **LONG-ESTABLISHED RESILIENCY IN ANY JOB MARKET**

U.S. nonprofits have a long-standing culture of adaptability and resilience established far before the global pandemic. Nonprofits across every vertical have traditionally had to “make do” and adjust to current marketplace conditions. These organizations brought this tenacity with them into 2020 and beyond as they successfully navigated through constantly shifting hiring landscapes to keep their operations moving and supporting the communities they serve. By the end of 2020, the vertical showed modest rebounds, closing out December down by an estimated 930,000 jobs overall.

According to a report in *The Nonprofit Times*, the most severely impacted nonprofit subsectors by the total percentage of job losses compared to pre-COVID estimates were:



Healthcare nonprofits fared the best throughout COVID, down only 3.1% from March through December of 2020.



## *Many Organizations Using* **NONPROFIT STAFFING AGENCIES TO GROW TEAMS**

As the nonprofit hiring terrain begins to level out and gain momentum, more organizations and foundations are optimistic about adding new staff members to reduce the performance and productivity gaps experienced throughout the last 12+ months. With so many uncertainties and changing variables, many nonprofits are still attempting to do more with less. However, they also know that now is the time to strategically bring on new resources to expand their post-COVID capabilities.

To successfully move forward with hiring, 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 sift through an influx of inbox resumes. 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.



## *Understanding Current* **SALARY RANGES FOR NONPROFIT WORKERS**

Even with an innovative nonprofit recruiting team supporting your hiring efforts, nonprofit organizations must remain poised to hire the right resources when they find them or risk losing them to other organizations. Understanding some essential factors of the hiring process can help give you a leg up on the competition.

Yes, many nonprofit professionals are driven by their heart for a specific cause. However, competitive compensation still remains 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.

Like any industry, several factors can influence what nonprofits ultimately pay their employees. 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.



## SAN FRANCISCO

Executive Director:	\$150-300K
Executive Assistant	\$75-115K
Program Manager	\$70-90K
Program Director	\$90-150K
Program Coordinator	\$50-65K
Accounting Director/Finance Director	\$120-175K
Human Resources (HR) Director	\$115-150K
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	\$50-60K
General / Operations Manager	\$80-120K
Operations Director	\$110-150K
Director of Development	\$120-175K
Chief Development Officer	\$150-250K
Development Manager/ Individual Giving Manager/Annual Fund Manager	\$65-90K

Major Gifts Officer	\$90-130K
Director of Community Engagement	\$80-120K
Director of Communications and Digital Strategy	\$120-160K
Database Administrator (DBA)	\$90-120K
Community Outreach Coordinator	\$55-75K
Communications Director	\$120-150K
Chief Operating Officer	\$130-180K
Chief Financial Officer (CFO)	\$130-250K
Administrative Coordinator	\$50-75K
Accounting Manager	\$80-110K

## CHICAGO

Executive Director	\$90-150K
Executive Assistant	\$60K+
Program Manager	\$55-65K+
Program Director	\$65-75K
Program Coordinator	\$40-45K
Accounting Director	\$95-115K+
Human Resources (HR) Director	\$100-115K
Human Resources (HR) Manager	\$75-80K
Marketing Communications Manager	\$60-65K



President, Non-Profit Organization	\$89K
President and CEO	\$115-200K
Research Analyst	\$55-57K
Social Services Manager	\$48-55K
Human Resources (HR) Assistant	\$28-40K
General / Operations Manager	\$90-125K
Director of Community Engagement	\$70-90K
Director of Development/Fundraising	\$90-100K+
Director of Communications and Digital Strategy	\$70-80K+
Database Administrator (DBA)	\$56-60K+
Community Outreach Coordinator	\$31-40K
Communications Director	\$30-80K+
Chief Operating Officer (COO)	\$104-120K+
Chief Financial Officer (CFO)	\$150K
Administrative Coordinator	\$42-48K
Accounting Manager	\$90-91K
Healthcare Administrator	\$82K
Sr. Editor	\$75-83K+
Grants Manager	\$70-80K+
Controller	\$90-95K+

## WASHINGTON, DC

Executive Director	\$110-145K
Executive Assistant	\$70K
Program Manager	\$80K
Program Director	\$95K
Program Coordinator	\$55K
Accounting Director	\$90K
Human Resources (HR) Director	\$120K
Human Resources (HR) Manager	\$80K
Marketing Communications Manager	\$75K
President, Non-Profit Organization	\$150K
President and CEO	\$150K
Research Analyst	\$65K
Social Services Manager	\$55K
Human Resources (HR) Assistant	\$50K
General / Operations Manager	\$70K
Director of Community Engagement	\$95K
Director of Communications and Digital Strategy	\$100K
Database Administrator (DBA)	\$60K
Community Outreach Coordinator	\$50K+
Communications Director	\$90K+

Chief Operating Officer (COO)

\$120K

Chief Financial Officer (CFO)

\$150K

Administrative Coordinator

\$50K

Accounting Manager

\$85K



## *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

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
- Soft Skills
- Qualifications and Certifications



### 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](mailto:info@careersinnonprofits.com) | [www.careersinnonprofits.com](http://www.careersinnonprofits.com) | [f](#) [in](#) [t](#)

### 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