

NFP Hiring Insights and Salary Snapshot Winter 2021



Australian Not-For-Profit (NFP) sector rising to the Covid-19 challenge

Australian NFP hiring intentions remain strong during the ongoing Covid-19 pandemic, the latest NGO Recruitment Hiring Insights and Salary Snapshot shows. With new lockdowns in place across several states, in July 2021, NGO Recruitment surveyed 100 Australian NFPs to assess the impact of the global pandemic on hiring intentions over the last 18 months and into the new financial year FY21/22.

The findings were encouraging, with 44% of those NFPs surveyed stating the COVID-19 pandemic has had no impact on hiring intentions since early 2020, with 17% stating the pandemic has even had a positive impact.

Interestingly, Australia's current wave of public health order restrictions has minimal impact on hiring intentions, with 78% experiencing no repercussions so far. 57% of those surveyed intend to increase headcount in the next three months with 41% planning to give salary increases during the same period.

"In the last 18 months, Australia's NFP sector has adjusted to our new way of working. And while there's still uncertainty in subsectors such as education where recruitment is still dependent on the opening of international borders, the majority of NFPs are experiencing minimal, or in some cases positive, repercussions from the pandemic," says Richard Green, Managing Director, NGO Recruitment.

"NFP hiring managers are now comfortable recruiting in lockdowns, and employees are used to working productively from home and remaining connected with their colleagues remotely," he adds.

Top roles in demand

Of the top roles most in demand in the next three months, just over a quarter (26%) of those NFPs surveyed stated **fundraising, marketing, communications and events** would be their top priority, with 23% recruiting **counselling, casework and frontline** roles and 21% focused first and foremost on **program and project management** roles.

These findings match NGO Recruitment's recent experience of NFP labour demand with fundraising professionals, frontline workers and project management skills highly sought after. The **community legal sector** is also experiencing a considerable shortage of **lawyers and support roles**.

"Face-to-face fundraising became impossible with the onset of Covid-19, so we saw a necessary shift towards digital and data-driven strategies. This is now a primary focus for NFPs looking to pandemic-proof essential revenue streams so we're experiencing

extremely high demand for **digital fundraisers and database managers**. In many cases, NFPs have to look beyond the sector for these highly transferrable skills," says Richard.

In addition, the pandemic has taken a significant toll on people's mental health and demand for counselling support, community housing services, homelessness organisations and other related service providers has soared. As a result, many of these NFPs have received extra funding to meet the increased level of demand for these specialist frontline services.

"Sadly, this is not positive growth, and we're now seeing a huge demand for **clinical directors, clinical team leaders, clinical coordinators and support workers**. **Counsellors** are also in high demand from NFPs such as the Blue Knot Foundation," he says.

Demand for assistance with specific legal issues has also increased significantly since the pandemic in areas such as domestic and family violence, social security, employment and tenancy. But the community legal sector is also struggling to find **lawyers and support staff**.

"It's proving very hard to recruit lawyers who want to work in the community legal sector largely due to the relatively low salaries on offer compared to commercial law firms. Demand is particularly high in regional Australia but it can take months to fill these roles."

Salaries

41% of those NFPs surveyed intend to give salary increases within the next three months, however, almost a third (29%) of those surveyed are not planning to give raises at all this financial year. In general **salaries in the NFP sector have remained relatively stable over the last 12-24 months** reflecting wider national remuneration trends.

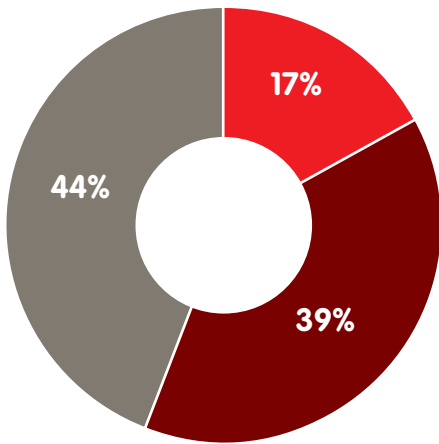
"Salaries in the NFP sector are mirroring what's happening in the broader economy. Although we see spikes in very hard to find roles, particularly at the executive end of the labour market, salaries have remained steady for several years and will continue to remain so."

Outlook

According to our NFP Hiring Insights and Salary Snapshot, the majority of NFPs surveyed intend to hire in the next three to six months, demonstrating the sector's resilience and ability to respond effectively in times of crisis. With increases in funding for frontline services, NFPs continue to drive essential program delivery and play a vital role in our communities.

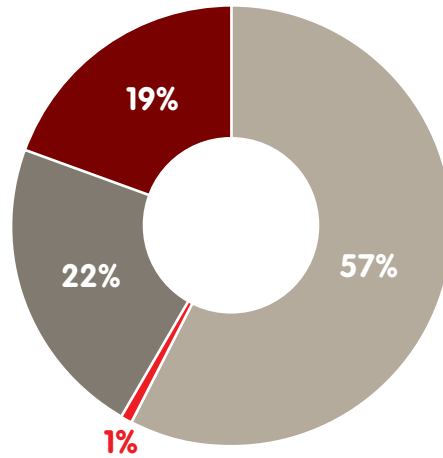
In July 2021, NGO Recruitment surveyed 100 organisations across the Australian NFP sector regarding hiring intentions and the impact of the Covid-19 pandemic.

What general impact has the COVID-19 pandemic had on your hiring intentions since it began in early 2020?



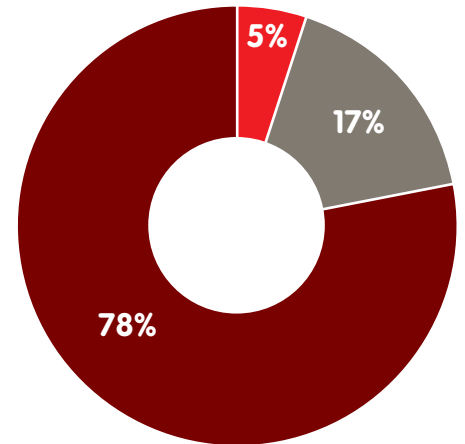
- Positive
- Negative
- No impact

What are your hiring intentions for the next 3 months?



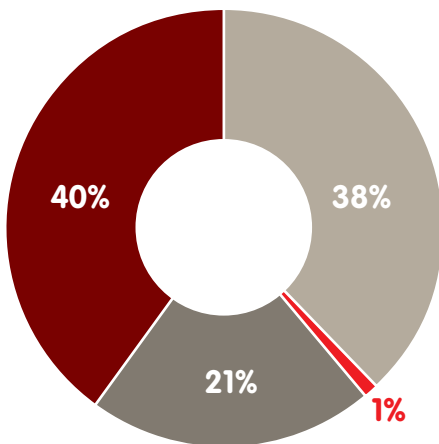
- We plan to increase our headcount
- We plan to decrease our headcount
- Our hiring is on hold
- Unsure

What impact have the latest COVID-19 restrictions had on your hiring intentions for the next 3 months?



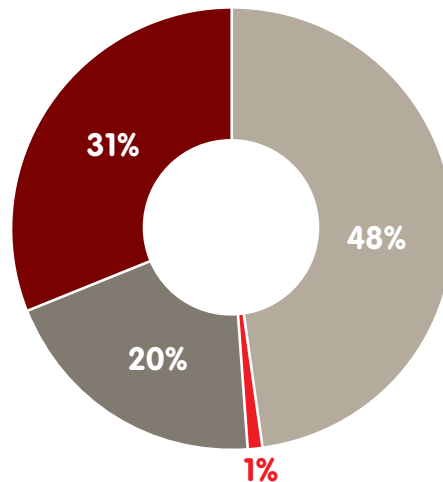
- Positive
- Negative
- No impact

What are your hiring intentions for the next 6 months?



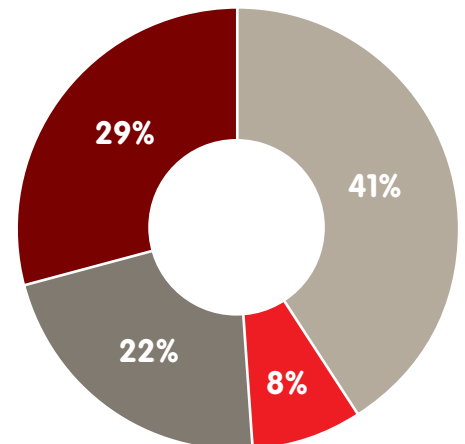
- We plan to increase our headcount
- We plan to decrease our headcount
- Our hiring is on hold
- Unsure

What are your hiring intentions for the next 12 months?



- We plan to increase our headcount
- We plan to decrease our headcount
- Our hiring is on hold
- Unsure

Do you intend to give pay rises this financial year?



- Yes, in the next 3 months
- Yes, in the next 6 months
- Yes, in the next 12 months
- No, not this financial year

NFP Hiring Insights and Salary Snapshot

Winter 2021



		Permanent Salary per annum AUD \$	Permanent Average Salary per annum AUD \$	Contract Rate per hour AUD \$
GOVERNANCE	Board Chair	40-50	45	/
	Chief Executive Officer & Executive Director	120-275	165	80-150
	Chief Operating Officer	135-250	157	70-150
EXECUTIVE	Chief Financial Officer	140-200	160	80-120
	Chief Marketing Officer	150-250	170	80-140
	People & Culture Director	160-190	175	80-141
	General Manager	150-225	198	80-140
	Operations Manager	85-160	100	45-80
	HR / People & Culture Manager	95-140	120	60-115
	Learning / Education Manager	110-120	115	55-70
OPERATIONS & ADMINISTRATION	Training Coordinator / Specialist	70-110	85	40-60
	Head of Finance / Finance Manager	85-160	130	50-90
	Accounts and Administration Officer	62-70	66	30-40
	Executive Assistant	70-95	80	40-60
	Receptionist / Office Support	55-60	60	30-40
	National Program Manager	100-150	115	50-70
	Project Manager	90-130	105	40-70
	Project / Coordinator	65-110	80	35-50
PROGRAM & PROJECT	Clinical Director	125-180	148	70-100
	Clinical Coordinator	95-105	103	45-60
	Commissioning Manager	115-120	117	60-70
	Counselling Coordinator	100-110	105	50-70
	Counsellor	80-90	85	45-60
	Caseworker	80-85	82	40-55
FRONTLINE	Support worker	55-60	57	30-40
	Director Policy & Government Relations	120-140	130	65-85
	Principal Solicitor	130-150	140	/
	Policy Advisor	65-95	80	40-50
ADVOCACY, POLICY & LEGAL	Policy and Project Officer	75-92	83	40-50
	Capacity Building Manager	95-110	100	55-65
	Quality & Capacity Building Coordinator	70-120	93	40-60
	Director of Fundraising / Marketing	150-170	160	80-95
	Fundraising Manager	95-140	113	50-75
	Fundraising / Digital Fundraising Officer	60-85	72	35-50
FUNDRAISING, MARKETING, COMMUNICATIONS	Philanthropy Manager	92-150	122	50-80
	Partnerships Manager	80-130	96	45-60
	Partnerships Officer	70-80	75	35-45
	Individual Giving Manager	100-120	112	55-65
	Major Donor Manager	80-120	100	50-70
	Bequest Manager	80-95	90	40-50
	Marketing / Communications Manager	90-135	110	50-70
	Digital Marketing / Communications Officer	62-75	68	35-50
	Business Development Manager	100-130	110	55-70
	Events Coordinator	65-75	70	35-45
	Campaign Manager	90-100	95	45-60
	Supporter Relations Manager	75-90	85	45-55
	Supporter Relations Officer	58-60	60	30-35
	Database Manager	70-115	95	45-60
	Database Officer	60-75	65	30-40
	Member Liaison Officer	90-95	93	45-50
	Memberships Officer	55-65	60	35-45

All salaries and rates are exclusive of superannuation, bonuses or benefits. Figures collated from NGO Recruitment placements made during the 2019-2021 financial years.