

FUNDRAISING SALARY SURVEY 2017

Keep Calm and Carry on

What a year. We braced ourselves for a bump or even a crash in the job market in light of the EU Referendum. It hasn't happened yet - in fact we saw an overall 23% increase in the number of roles we handled in 2016 - though we wait to see what happens when the terms of UK departure from the EU become clearer. Over to you Mrs May...

Such is the demand for skilled fundraisers that the job-seeker remains king. In some categories such as individual giving, major donor and trusts there is such a paucity of candidates that positions can take some time to fill; recruiters seem resigned to this and either cover work internally or look at interim solutions. To capture candidates in the 'harder to fill' categories, recruiters are using shorter deadlines or interviewing as they go along. Application forms are rarely used as they put people off - CVs and supporting statements tend to be the 'norm'.

We've also seen a willingness to appoint candidates with relevant commercial skills with a view to teaching them the 'culture' of the NFP sector.

So, in a momentous year of shifting sands and overbearing press scrutiny on the sector, when all said and done, fundraisers do what they've always done... keep calm and carry on.



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For the third year running, a 1% increase in salaries overall



Increases in 8 out of 14 categories (only one category shows no change)

+7%

Largest individual increases in Events Manager (7%) and Community Manager (5%) categories



Average increases again higher in the Manager category



Like the last few years, there are more jobs available and so skilled job-seekers are at a premium



Director/Head of Fundraising level shows a 3% increase



More candidates available at Manager level, but hard to fill areas across the board at Officer level



Willingness to appoint candidates with commercial sector experience

**Junior**

Fundraising Assistant	£21–24.5k (£22.5k Ave)
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**Officer/Executive/Senior Executive¹**

Corporate Fundraiser	£26.5–34k (£30k Ave)
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Trust Fundraiser	£23.5–34.5k (£29.5k Ave)
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Major Donor Fundraiser	£25.5–34k (£30k Ave)
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Events Fundraiser	£23.5–30.5k (£27k Ave)
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Community/Regional Fundraiser	£24.5–31.5k (£28k Ave)
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Direct Marketing Executive	£26–35k (£29k Ave)
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**Manager¹**

Corporate Fundraising Manager	£30–54.5k (£39k Ave)
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Trust Fundraising Manager	£31–51k (£38k Ave)
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Major Donor Fundraising Manager	£30–59k (£39.5k Ave)
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Events Fundraising Manager	£32–57.5k (£39k Ave)
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Community/Regional Fundraising Manager	£30–57.5k (£40.5k Ave)
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Direct Marketing Manager	£30–48k (£39k Ave)
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**Senior²**

Director/Head of Fundraising	£47.5–65k (£56.5k Ave)
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(Organisations with income <£5 million)

¹ There is some overlap between officer/executive level posts and manager posts. For the purposes of this survey, jobs listed under the heading of 'Manager' include those with middle management responsibilities, managers of departments and posts that involve staff responsibility.

² Organisations with income <£5m

This year's survey has been compiled from data on over 370 fundraising vacancies, with 148 charities registered in the last 12 months (January 2016 to December 2016). As usual, the results are intended as a general guide and are based on advertised rather than actual salaries. Please note that salaries include London weighting.

We have been recruiting Fundraising, PR and Marketing professionals at all levels within the not-for-profit sector for the last 19 years.

Visit our website

Our website contains lots of useful information about finding the right person and the right job, downloadable fact sheets, newsletters and all of our current vacancies: www.kagep.com

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For knowledgeable and friendly advice on any aspect of recruitment, please call us on: 020 7928 3434 or email: Liz at liz@kagep.com, Vladka at vladka@kagep.com or Jessica at jessica@kagep.com