

# FUNDRAISING SALARY SURVEY 2015

## Mixed messages from this year's survey

Looking at the survey results this year, it is interesting to see that whilst some job categories have seen significant salary growth, the overall picture shows only a very small increase. This is all the more surprising given the increases (an average of 3.5%) shown in our 2014 survey and belies what we feel is a steadily improving market, certainly in terms of the number of jobs available.

Given that there are more vacancies, job seekers have increased choice and so there is competition for them. Equally, however, recruiters are still thinking carefully over appointments ensuring they secure the right people.

Whatever your recruitment needs, we will be delighted to try and help. In what can sometimes be a tricky climate, we feel our individual approach and wealth of experience are a real asset in assisting both our recruiting and job seeking clients. As always, the best possible customer service remains our priority and we very much hope you enjoy working with us.

Our team of Liz Grimes, Tim Iredale, Vladka Paligova and Lois Hare look forward to hearing from you in 2015.

Happy New Year!



Liz Grimes  
Kage Partnership

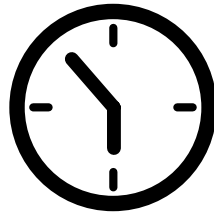
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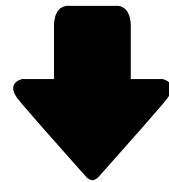
Overall, salary levels show less than 1% increase on last year



Preference for the use of cover letters/ supporting statements over application forms so as to increase the numbers of applicants



More flexibility shown by recruiters with a willingness to consider those wishing to partly work from home, work less than 5 days, or 5 days in 4



Overall decrease in salaries within the Manager category, except for Major Donor (+6.5%) and Community and Events (+4%) increases



Junior category shows significant (4%) increase for second year running



More enlightened approach by recruiters in terms of candidate transferable skills both from the commercial sector and also from within the NFP sector



7 out of 14 categories show an increase (5 of them over 4%)



5% increase in the number of roles we handled, notably across Corporate, Direct Marketing, Events and Major Donors



### Junior

Fundraising Assistant £20–24.5k (£22.5k Ave)



### Officer/Executive/Senior Executive<sup>1</sup>

Corporate Fundraiser £25–35.5k (£30k Ave)

Trust Fundraiser £23–37k (£29.5k Ave)

Major Donor Fundraiser £25–35k (£30k Ave)

Events Fundraiser £23–30.5k (£26.5k Ave)

Community/Regional Fundraiser £22.5–29k (£26.5k Ave)

Direct Marketing Executive £24.5–35k (£29.5k Ave)



### Manager<sup>1</sup>

Corporate Fundraising Manager £30–57.5k (£38.5k Ave)

Trust Fundraising Manager £30–50k (£36.5k Ave)

Major Donor Fundraising Manager £32.5–57.5k (£41k Ave)

Events Fundraising Manager £30–49.5k (£38k Ave)

Community/Regional Fundraising Manager £32.5–46.5k (£38.5k Ave)

Direct Marketing Manager £30–47.5k (£37.5k Ave)



### Senior<sup>2</sup>

Director/Head of Fundraising £42–85k (£53k Ave)

This year's survey has been compiled from data on over 330 fundraising vacancies, with 134 charities registered in the last 12 months (January 2014 to December 2014). 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.

<sup>1</sup> 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.

<sup>2</sup> Organisations with income <£5m.

**We have been recruiting Fundraising, PR and Marketing professionals at all levels within the not-for-profit sector for the last 17 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](http://www.kagep.com)

#### Get in touch

For knowledgeable and friendly advice on any aspect of recruitment, please call us on: 020 7928 3434 or email: Liz at [liz@kagep.com](mailto:liz@kagep.com), Tim at [tim@kagep.com](mailto:tim@kagep.com) or Vladka at [vladka@kagep.com](mailto:vladka@kagep.com)