

Innovation, change, and competition continue to redefine employment in every sector of the economy. The Sierra Group, Inc. distributes our OCCUPATIONAL ALERTS to help keep you informed of occupation changes so that you can leverage the opportunities and mitigate risk.



OCCUPATIONAL ALERT

Release Date:	January 4, 2008
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Occupation:	Non-Profit Executives

Update:

In view of the competition for funding, today's non-profits seek savvy corporate candidates to fill their leadership positions. They are greatly influenced by the standards set by the corporate leaders who serve on their Board of Directors, and thus it is not enough for current candidates to simply show a track-record of basic accountability and a commitment to the cause. They must demonstrate true leadership in the form of strategic planning expertise, high level financial and operational experience, the ability to understand the impact of new technologies, a solid network of corporate contacts, and a history of serving on non-profit boards (or at minimum a history of volunteering and/or heading up corporate community outreach programs).

If that does not seem demanding enough, remember to factor in the need to manage staff that typically has not had much exposure to stringent corporate procedures and deadlines. That is to say that the Non-Profit Executive is often dealing with staff members who are very dedicated but not highly credentialed, or staff members who are extremely creative but not amenable to corporate restraints.

That said, Executives who have a physical disability that requires a career change in their 50's and 60's often find Non -Profits a good alternative. The Non-Profit Executive position is typically *sedentary management* and candidates often feel that there is less age discrimination (perceived or real) than in corporate America. The non-profits (hungry for strong leadership) are more flexible in welcoming candidates with varied management experience, as opposed to Corporate America that often looks for specialization

How do you identify the Non-Profits that are most likely to offer salaries commensurate to those in Corporate America? Richard King, author of "From Making a Profit to Making a Difference: How to Launch Your New Career in Non-Profits" says that there are 5 key organizational factors to assess:

Mission, Total Assets, Annual Operating Budget, Number of Full-Time Employees and Geographic Location. Not surprisingly he notes that the larger the organization, the more it pays.

According to an article in The Chronicle of Philanthropy, the median Non-profit CEO salary rose 16% in 2003, with a median increase of 4.8% in 2005. A salary survey from the Association of Nonprofit Organizations noted that the average CEO of a large Central Texas non-profit (i.e.. an annual budget of \$5 million or more) makes almost \$100K in annual salary, whereas the salary of an Executive Director of smaller non-profit (i.e.. an annual budget of less than \$5 million) in the same geographical area earns about \$71K.

Given The Sierra Group's constant community outreach and operation of The Workplace Technology Foundation, placement of Sr. Managers in non-profit organizations is a strategy we routinely explore.

Select References:

"From Making a Profit to Making a Difference: How to Launch Your New Career in Non-Profits" by Richard King

2005 Salary Survey per "The Chronicle of Philanthropy"

"Nonprofit Leaders' Salaries Grow as Private Sector Gains Interest" by Jenny Robertson, 2/2/07 Austin Business Journal
