

# Associations Look to Increase Staff and Salaries as They Grow Influence, Programs and Size

*The challenge of attracting, hiring, and keeping top talent is a high priority in 2017 for Association executives and HR professionals.*

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Professional and Trade Associations continue to grow in size, influence and importance. Alongside this growth comes the challenge of attracting and retaining skilled professionals with the experience and commitment required to work in a fast-paced environment, as reflected in the [2016-2017 ASSOCIATION SALARIES, STAFFING & TRENDS REPORT](#) published by [PNP Staffing Group](#).

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*Brandi Scott, PNP Managing Director*

PNP Staffing Group has just released its Association Salaries, Staffing & Trends Report to help Associations compete effectively for talent in a fluid and competitive marketplace.

At the end of 2016, PNP conducted a survey of Association salaries and staffing trends in Washington, DC. Home to more Associations than any other city, Washington, DC serves as a national barometer for the sector.

Association leaders are looking forward to organizational growth in influence, programs and size as they grow their staff, salaries, and benefits. 63% of Associations surveyed

reported an increase in staff. Staff salaries increased in 88% of those surveyed, and 97% of Associations reported no change or an increase in staff benefits.

Education and Program salaries are higher in Associations than in other nonprofits, primarily because these areas provide the second highest source of revenue after membership dues. Greater emphasis than ever—in terms of new hires, salaries, and organizational development—is being placed on Marketing & Communications.

The challenge of attracting, hiring, and keeping top talent continues to be a high priority in 2017 for Association executives and HR professionals. PNP Staffing Group CEO [Gayle Brandel](#) says, “Association leaders are concerned about recruitment and retention strategies because many require new or specialized skill sets for growth.” Add the trifecta of turnover, retirement and attrition, and the result is “a significant push for new hires, leading to a very competitive talent marketplace for Associations.”

Over 60% of Associations reported that Millennials have moved into leadership roles, with over 52% of those surveyed saying that this age group now comprises one-half or more of their staff.

“Significant differences exist between Baby Boomers and Millennials regarding expectations for job satisfaction. This generational shift is challenging staff recruiting, policies and practices,” said Brandi Scott, Managing Director of PNP’s Washington, DC office.

The report covers salaries for 36 positions in three different staff-size categories to help Associations compete effectively for talent in the marketplace.

#### ABOUT

PNP Staffing Group, founded in 1996 as Professionals for Nonprofits, provides a full suite of staffing services exclusively to the nonprofit, association and social good sector. Specializing in filling positions that are key to the growth of an organization, PNP offers every staffing solution a nonprofit may need — Temps, Temp-to-Hire, Interim Professionals, Direct Hire Search, Executive Search and Consulting Services.

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