INDUSTRY REPORT

SAN DIEGO COUNTY LABOR MARKET ANALYSIS

NONPROFIT SECTOR

Employment Trends and Career Opportunities

SAN DIEGO WORKFORCE PARTNERSHIP®

NOVEMBER 2017

The Nonprofit sector plays a critical, but often unseen role in supporting and promoting activities that improve the lives of county residents, filling gaps in critical social services when needed. This study aims to inform the workforce development system—educational training institutions, Workforce Development Boards and community workforce development organizations—on how to best prepare the future workforce for this sector. The full report analyzes data on job growth, training gaps, hiring challenges and in-demand skills from firms in the Nonprofit sector.

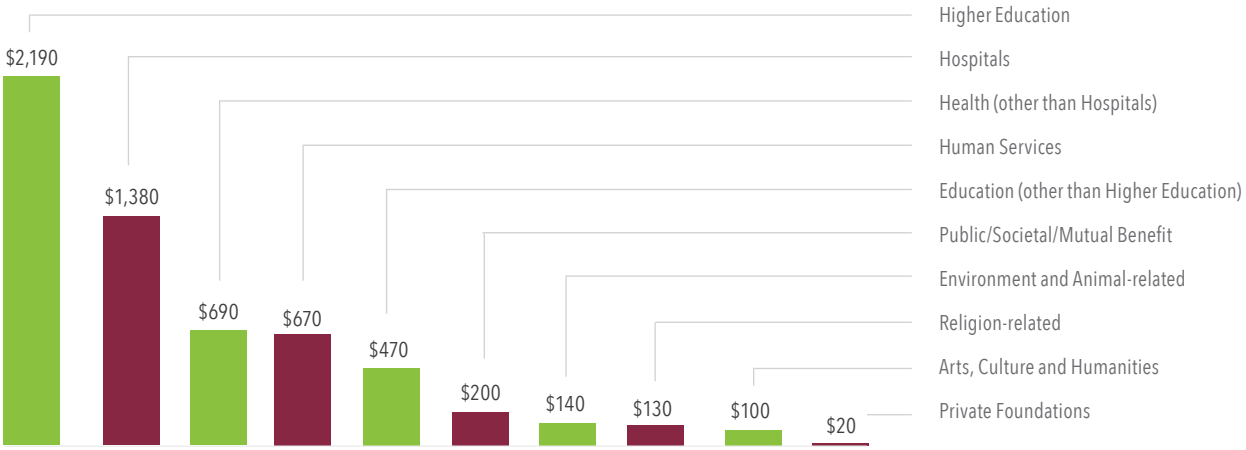
Visit workforce.org/reports to read the full report.

2.2%

Job growth in San Diego County from 2011 to 2015

OVERVIEW OF NONPROFIT SECTOR IN SAN DIEGO COUNTY

The nonprofit sector makes a sizable impact on the region's economy, contributing 115,344 jobs and $6 billion in total wages. As of 2016, there were 11,614 registered 501(c)(3) public charities in the region, holding $30 billion in assets and generating more than $18.6 billion in revenue.



2015 SUBSECTOR WAGES (MILLIONS)

WHY DO PEOPLE WORK IN THE NONPROFIT SECTOR?

While employers report that common barriers to recruiting qualified candidates include perceptions of below-market wages, less linear career advance opportunities and fewer benefits, they also note several incentives to working in the sector:

- Mission-oriented work that makes a difference
- Flexible work schedules
- Professional development opportunities
- Relaxed dress code
- Telecommuting

UNIQUE CHARACTERISTICS OF NONPROFIT SECTOR

- Non-linear career pathways—sometimes individuals need to gain experience in another organization and then come back to the original organization at a higher position
- Organizations driven by mission more than profit—thus, they look for like-minded individuals with a passion for the positive societal impacts they will make as employees
- Small organizations—74 percent of San Diego nonprofits have fewer than 20 employees. Because of this, individuals have the opportunity to contribute beyond the scope of their job description and gain a breadth of experience.

IN-DEMAND OCCUPATIONS

Administration and Operations

Program Manager/ Coordinator

Social Work

Fundraising

FUNDRAISING OCCUPATIONS — These positions can be great for job seekers looking to re-enter the workforce or switch careers, especially those with skills in for-profit sales.

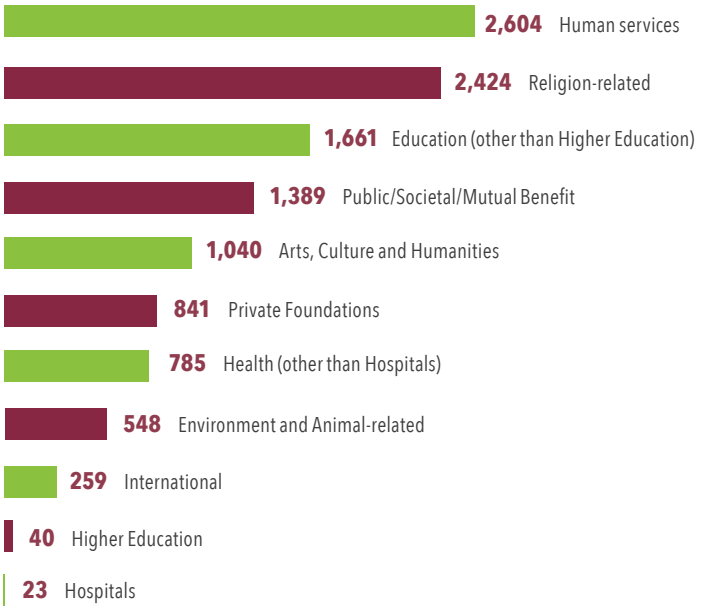
SPECIALIZED POSITIONS — Occupations requiring professional degrees or special licensing are difficult to fill, such as medical licenses, NAVLE (Noth American Veterinary Licensing Exam), or LCSW licensure (Licensed Clinical Social Worker).

See the full report for job profiles and career pathways for these in-demand jobs:

- Executive Management
- Development Professional/Fundraiser
- Social Worker
- Marketing Manager
- Foundation Program Officer
- Volunteer Manager
- Financial/Accounting Manager
- Human Resources Manager

SUBSECTORS AND ORGANIZATIONS

As of 2016 there were 11,614 registered 501(c)(3) public charities in San Diego County, spread across 11 subsectors:



JOB SEEKER TIPS

Experts interviewed for this study stressed the following for job seekers looking to working at a nonprofit:

- Highlight transferable skills, past nonprofit work, and volunteer work on your résumé
- Make sure you understand the job requirements on the application, the organization's mission and their key programs
- Be prepared to explain how you can help the nonprofit achieve its mission
- Check out industry-specific job boards like NPWorks.org and Idealist.org
- Volunteer at local nonprofits to gain experience and exposure
- Join industry-specific groups such as Young Nonprofit Professionals Network to build your personal network and learn about local opportunities

RECOMMENDATIONS FOR WORKFORCE DEVELOPMENT

- Nonprofit employers should connect and maintain relationships with community and university affinity groups to expand diversity of candidate pools.
- Encourage salary transparency in job postings to ensure accurate perceptions of wage ranges in this sector.
- Increase the number of seminars and classes that teach fundraising and grant-writing, as both skillsets are in high demand and unique to the sector.
- For nonprofit-specific training and educational programs, incorporate more training on data management and technology – the future of the nonprofit sector will increasingly be integrated with data and advanced technology, and will require a more technologically advanced skillset.

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