

2025 North Carolina Economic Development Salary Survey

Insights to Attract and Retain Top Talent

Recruiting and retaining talent is as important for local governments and economic development organizations as it is for the businesses they serve. The competitive labor market means that knowledge of salary and benefit practices in the economic development profession is required. The salary survey, along with comparative national data, provides current information and trend data about the profession.

Key Takeaways



Increase in %
receiving a pay
increase



Increase in
average salary
and average
bonus



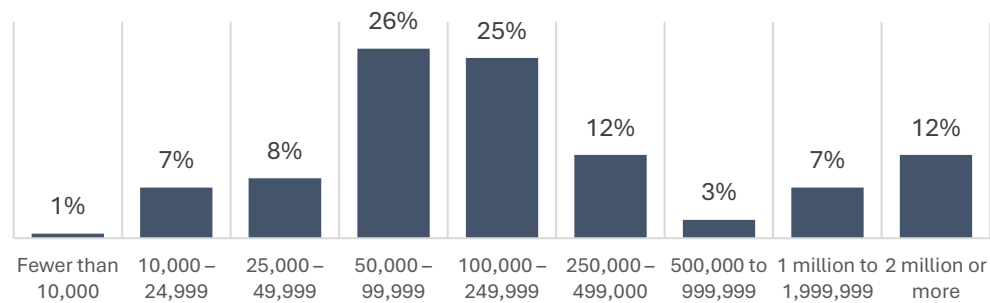
More raises
received

Title	2024 NC Average Salary
CEO/Executive/Head of Organization	\$132,235
VP/Division Manager/Department Head/Deputy/Assistant Director/CFO/Controller	\$112,486
Program Manager Business Retention Manager/Business Recruitment Manager/Marketing Manager/Research Director or Manager/Policy Government Affairs Manager	\$78,733
Other Administrative/Support Staff/Consultant	\$59,830
Entry Level ED Staff	\$53,962
Overall Average Respondent	\$102,421

\$102,421
average salary

\$7,460
average bonus

What is the population of the area served by your agency or organization?



The survey had **191** responses, of which **88%** were practitioners. Most respondents work for a local government economic development organization in a jurisdiction of less than **250,000** people. Most report a budget of less than **\$600,000**. The typical **staff** size of North Carolina offices is **2-4**.

45.4
average age

5.6
avg. years in
current
position

91% hold a
bachelor's
degree or
higher

9% are
CEcDs

8% have
employment
contracts

The [North Carolina Economic Development Association](#) (NCEDA) and [Creative Economic Development Consulting](#) produced this survey to provide valuable information to our industry. As in prior years, the survey was designed to closely mirror the survey administered by the International Economic Development Council to allow for comparisons between state and national data. Read the full [report](#).