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TECH | DIGITAL | MARKETING

Salary Guide

2025

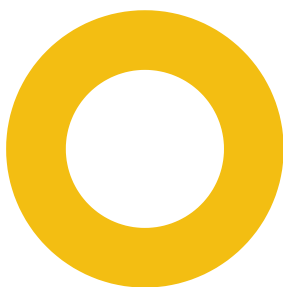




Salary trends remain consistent with those observed at the end of 2024. Following a mixed year for recruitment, marked by cautious hiring in some sectors, hiring managers display renewed confidence. This shift is supported by the resilience of the UK economy and a noticeable increase in candidate openness to moving jobs compared to 2024.

While this creates opportunities for organisations to secure high-calibre talent, it also increases employer competition. Organisations must focus on employer branding, offer more compelling compensation packages, and enhance their candidate experience to remain competitive. Businesses that fail to adapt risk being left behind in a dynamic market.

Our salary survey provides a clear snapshot of current trends, offering valuable insights for UK startups, SMEs, and global organisations looking to make better-informed recruitment decisions in 2025.



Average salaries for locations outside of London

| IT Job Title | Junior | Mid | Senior |
|-------------------------------------|-----------|-----------|--------|
| Junior Software Developer | £25k | £30k | £40k+ |
| Front End Developer / Web Developer | £35k | £45k | £60k+ |
| UI / UX Designer | £25k-£35k | £40k-£50k | £60k+ |
| Software Engineer (C#) | £30k-£40k | £50k | £60k+ |
| Software Engineer (Open Source) | £30k-£40k | £50k-£60k | £70k+ |
| Back End Developer | £40k | £50k | £70k+ |
| Mobile Developer / App Developer | £35k | £50k | £80k+ |
| Game Developer | £35k | £45k | £60k+ |
| Tech Lead | - | - | £75k+ |
| Principal Developer | - | - | £90k+ |
| Head of Software Engineering | £80k | £100k | £120k+ |
| Chief Technology Officer (CTO) | - | - | £140k+ |
| RPA Developer | £40k | £50k | £60k+ |
| Application Support Engineer | £25k | £30k | £40k+ |
| Manual Tester / QA Tester | £35k | £45k | £55k+ |
| Automation Tester / QA Tester | £40k | £50k | £60k+ |

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Average salaries for locations outside of London

| IT Job Title | Junior | Mid | Senior |
|---------------------------------|-----------|--------------|--------|
| Test Lead | - | £60k - £70k+ | |
| Head of QA | - | - | £80k+ |
| Product Owner / Product Manager | £50k+ | £70k+ | £90k+ |
| IT Project Manager | £45k | £55k | £65k+ |
| Agile Delivery Lead | £55k | £75k | £80k+ |
| Solutions Architect | £65k | £80k | £90k+ |
| DevOps Engineer | £50k | £60k | £70k+ |
| Cloud Engineer | £50k | £60k | £70k+ |
| Business Analyst | £40k | £45k | £55k+ |
| SQL Server DBA | £45k | £55k | £60k+ |
| Data Analyst | £35k | £45k | £55k+ |
| BI Developer / Data Engineer | £40k | £50k | £60k+ |
| Data Scientist | £40k | £55k | £80k+ |
| Technical Writer | £45k | £55k | £65k+ |
| IT Sales Executive | £25k | £35k | £40k+ |
| IT Recruitment Consultant | £20k-£25k | £30k | £35k+ |

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Average salaries for locations outside of London

| IT Job Title | Junior | Mid | Senior |
|--|--------|------|--------|
| 1st Line IT Support / Service Desk | £22k | £26k | £30k+ |
| 2nd Line Support | £27k | £30k | £40k+ |
| 3rd Line Support / Infrastructure Engineer | £40k | £47k | £55k+ |
| Network Administrator | £30k | £40k | £50k+ |
| Network Engineer | £40k | £50k | £60k+ |
| IT Service Delivery Manager | £40k | £55k | £65k+ |
| Helpdesk Manager | - | - | £50k+ |
| Cloud Architect | £70k | £85k | £100k+ |
| System Administrator | £35k | £40k | £50k+ |
| IT Infrastructure Team Lead | £45k | £55k | £65k+ |
| IT Manager | - | - | £60k+ |
| IT Director | - | - | £100k+ |
| Chief Information Officer (CIO) | - | - | £125k+ |
| Information Security Analyst | £50k | £70k | £80k+ |
| Information Security Engineer | £50k | £65k | £80k+ |
| Information Security Manager | £75k | £95k | £130k+ |
| Chief Information Security Officer (CISO) | - | - | £170k+ |

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Average salaries for locations outside of London

| Jobs in Digital | Junior | Mid | Senior |
|---------------------------------------|-------------|-------------|--------|
| Digital Transformation Consultant | £45k | £55k | £65k+ |
| Data Analyst | £35k | £45k | £60k+ |
| UX Designer | £25k - £30k | £40k - £50k | £60k+ |
| Robotics Process Automation Developer | £35k | £45k | £60k+ |
| Cloud Architect | £70k | £85k | £100k+ |
| Business Analyst | £40k | £45k | £55k+ |
| Change Manager | £45k | £55k | £65k+ |
| Software Engineer | £30k | £50k | £60k+ |
| Systems Analyst | £35k | £40k | £45k+ |
| Network Engineer | £40k | £50k | £60k+ |
| DevOps Engineer | £50k | £60k | £70k+ |
| Data Engineer | £40k | £50k | £60k+ |
| Artificial Intelligence Developer | £40k | £50k | £60k+ |
| Machine Learning Engineer | £40k | £50k | £65k+ |
| Blockchain Developer | £35k | £45k | £55k+ |
| Data Scientist | £35k - £40k | £50k - £60k | £80k+ |
| Solutions Architect | £65k | £80k | £90k+ |

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Average salaries for locations outside of London

| Jobs in Digital | Junior | Mid | Senior |
|---------------------------------|--------|---------------|--------|
| Product Owner / Product Manager | £50k | £70k | £90k+ |
| Product Director | - | £100k - £150k | |
| Chief Digital Growth Officer | £80k | £90k | £110k+ |
| Head of Data | - | £80k - £120k | |
| Head of Design | - | £80k - £120k | |
| Digital Project Manager | £45k | £55k | £65k+ |
| Scrum Master | £50k | £60k | £70k+ |
| Business Intelligence Analyst | £40k | £50k | £60k+ |
| Digital Designer | £30k | £45k | £60k+ |
| Digital Performance Manager | £70k | £80k | £90k+ |

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Average salaries for locations outside of London

| Marketing Job Title | Low | Mid | High |
|-----------------------------|------|------|-------|
| Digital Marketing Assistant | £20k | £24k | £28k+ |
| Digital Marketing Executive | £30k | £40k | £50k+ |
| Digital Marketing Manager | £45k | £55k | £65k+ |
| Social Media Assistant | £20k | £24k | £28k+ |
| Social Media Executive | £25k | £30k | £40k+ |
| Social Media Manager | £30k | £35k | £55k+ |
| Head of Social | £40k | £50k | £60k+ |
| Content Marketing Assistant | £20k | £24k | £28k+ |
| Content Marketing Executive | £30k | £35k | £45k+ |
| Content Marketing Manager | £45k | £50k | £60k+ |
| Head of Content | £50k | £60k | £70k+ |
| SEO Assistant | £20k | £25k | £30k+ |
| SEO Executive | £30k | £35k | £40k+ |
| SEO Manager | £35k | £45k | £55k+ |
| Head of SEO | £45k | £55k | £65k+ |
| Email Marketing Specialist | £40k | £50k | £60k+ |
| Digital Marketing Analyst | £40k | £50k | £60k+ |

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Average salaries for locations outside of London

| Marketing Job Title | Low | Mid | High |
|-----------------------------------|------|-------|--------|
| PPC Assistant | £20k | £24k | £28k+ |
| PPC Executive | £30k | £35k | £45k+ |
| PPC Manager | £35k | £45k | £55k+ |
| Paid Media Manager | 35k | £45k | £55k+ |
| Head of PPC / Paid Search Manager | £50k | £65k | £70k+ |
| Digital PR Assistant | £20k | £24k | £28k+ |
| Digital PR Executive | £30k | £35k | £45k+ |
| Digital PR Manager | £40k | £45k | £60k+ |
| Head of Digital PR | £65k | £70k | £80k+ |
| E-Commerce Manager | £40k | £50k | £65k+ |
| Head of E-Commerce | £65k | £75k | £90k+ |
| Lead Specialist | £45k | £55k | £70k+ |
| CRM Executive | £25k | £30k | £40k+ |
| CRM Manager | £40k | £50k | £65k+ |
| Growth Hacker | £30k | £40k | £55k+ |
| Digital Marketing Director | £85k | £100k | £120k+ |
| Marketing Automation Manager | £50k | £55k | £65k+ |

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Average salaries for locations outside of London

| Marketing Job Title | Low | Mid | High |
|---|-----------|-----------|--------|
| Conversion Rate Optimisation Specialist | £35k | £45k | £60k+ |
| Web Analytics Manager | £45k | £55k | £70k+ |
| Affiliate Marketing Assistant | £20k | £25k | £30k+ |
| Affiliate Marketing Executive | £30k | £35k | £40k+ |
| Affiliate Marketing Manager | £40k | £50k | £65k+ |
| Digital Copywriter | £20k | £30k | £40k+ |
| Graphic Designer | £20k | £30k | £40k+ |
| Video Editor | £20k | £30k | £40k+ |
| Influencer Marketing Manager | £45k | £55k | £65k+ |
| Brand Manager | £40k | £50k | £60k+ |
| Mobile Marketing Manager | £40k | £50k | £65k+ |
| Chief Marketing Officer (CMO) | | - | £120k+ |
| Head of Growth | £70k | £80k | £95k+ |
| Head of Digital Marketing | £65k | £75k | £90k+ |
| Marketing Account Executive | £25k | £30k | £45k+ |
| UX Designer | £25k-£35k | £40k-£50k | £60k+ |
| Marketing Project Manager | £45k | £55k | £65k+ |

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Average salaries in London

| IT Job Title | Junior | Mid | Senior |
|-------------------------------------|-----------|-----------|--------|
| Junior Software Developer | £30k | £35k | £45k+ |
| Front End Developer / Web Developer | £40k | £50k | £65k+ |
| UI / UX Designer | £30k-£40k | £45k-£55k | £70k+ |
| Software Engineer (C#) | £35k-£45k | £55k | £65k+ |
| Software Engineer (Open Source) | £35k-£45k | £55k-£65k | £75k+ |
| Back End Developer | £45k | £55k | £75k+ |
| Mobile Developer / App Developer | £40k | £60k | £75k+ |
| Game Developer | £40k | £50k | £65k+ |
| Tech Lead | - | - | £85k+ |
| Principal Developer | £75k | £85k | £95k+ |
| Head of Software Engineering | - | - | £130k+ |
| Chief Technology Officer (CTO) | - | - | £150k+ |
| RPA Developer | £45k | £55k | £65k+ |
| Application Support Engineer | £30k | £35k | £45k+ |
| Manual Tester / QA Tester | £40k | £50k | £60k+ |
| Automation Tester / QA Tester | £45k | £55k | £65k+ |

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Average salaries in London

| IT Job Title | Junior | Mid | Senior |
|---------------------------------|-----------|-------|--------|
| Test Lead | - | - | £80k+ |
| Head of QA | - | - | £90k+ |
| Product Owner / Product Manager | £55k+ | £75k+ | £95k+ |
| IT Project Manager | £50k | £60k | £70k+ |
| Agile Delivery Lead | £60k | £80k | £85k+ |
| Solutions Architect | £70k | £85k | £95k+ |
| DevOps Engineer | £55k | £65k | £75k+ |
| Cloud Engineer | £55k | £65k | £75k+ |
| Business Analyst | £45k | £50k | £60k+ |
| SQL Server DBA | £50k | £60k | £65k+ |
| Data Analyst | £40k | £50k | £60k+ |
| BI Developer / Data Engineer | £45k | £55k | £65k+ |
| Data Scientist | £45k | £60k | £85k+ |
| Technical Writer | £50k | £60k | £70k+ |
| IT Sales Executive | £30k | £40k | £45k+ |
| IT Recruitment Consultant | £25k-£30k | £35k | £40k+ |

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Average salaries in London

| IT Job Title | Junior | Mid | Senior |
|--|--------|-------|--------|
| 1st Line IT Support / Service Desk | £27k | £31k | £35k+ |
| 2nd Line Support | £32k | £35k | £45k+ |
| 3rd Line Support / Infrastructure Engineer | £45k | £55k | £60k+ |
| Network Administrator | £35k | £45k | £55k+ |
| Network Engineer | £45k | £55k | £65k+ |
| IT Service Delivery Manager | £45k | £60k | £70k+ |
| Helpdesk Manager | £40k | £45k | £55k+ |
| Cloud Architect | £75k | £90k | £105k+ |
| System Administrator | £40k | £45k | £55k+ |
| IT Infrastructure Team Lead | £50k | £60k | £75k+ |
| IT Manager | - | - | £65k+ |
| IT Director | - | - | £105k+ |
| Chief Information Officer (CIO) | - | - | £130k+ |
| Information Security Analyst | £55k | £75k | £85k+ |
| Information Security Engineer | £55k | £70k | £85k+ |
| Information Security Manager | £80k | £100k | £135k+ |
| Chief Information Security Officer (CISO) | - | - | £175k+ |

Average salaries in London

| Jobs in Digital | Junior | Mid | Senior |
|---------------------------------------|-------------|-------------|--------|
| Digital Transformation Consultant | £50k | £60k | £70k+ |
| Data Analyst | £40k | £50k | £65k+ |
| UX Designer | £30k - £40k | £45k - £55k | £70k+ |
| Robotics Process Automation Developer | £40k | £50k | £65k+ |
| Cloud Architect | £75k | £90k | £105k+ |
| Business Analyst | £45k | £50k | £60k+ |
| Change Manager | £50k | £60k | £70k+ |
| Software Engineer | £35k - £45k | £55k | £65k+ |
| Systems Analyst | £40k | £45k | £50k+ |
| Network Engineer | £45k | £55k | £65k+ |
| DevOps Engineer | £55k | £65k | £75k+ |
| Data Engineer | £45k | £55k | £65k+ |
| Artificial Intelligence Developer | £45k | £55k | £65k+ |
| Machine Learning Engineer | £45k | £55k | £70k+ |
| Blockchain Developer | £40k | £50k | £60k+ |
| Data Scientist | £55k | £70k | £85k+ |
| Solutions Architect | £70k | £85k | £95k+ |

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Average salaries in London

| Jobs in Digital | Junior | Mid | Senior |
|---------------------------------|-------------|---------------|--------|
| Product Owner / Product Manager | £40k - £50k | £70k | £90k+ |
| Product Director | - | £100k - £150k | |
| Chief Digital Growth Officer | £80k | £90k | £110k+ |
| Head of Data | - | £100k - £150k | |
| Head of Design | - | £100k - £120k | |
| Digital Project Manager | £45k | £55k | £65k+ |
| Scrum Master | £50k | £60k | £70k+ |
| Business Intelligence Analyst | £40k | £50k | £60k+ |
| Digital Designer | £30k | £45k | £60k+ |
| Digital Performance Manager | £70k | £80k | £90k+ |

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Average salaries in London

| Marketing Job Title | Low | Mid | High |
|-----------------------------|------|------|-------|
| Digital Marketing Assistant | £25k | £29k | £33k+ |
| Digital Marketing Executive | £35k | £45k | £55k+ |
| Digital Marketing Manager | £50k | £60k | £70k+ |
| Social Media Assistant | £25k | £29k | £33k+ |
| Social Media Executive | £30k | £35k | £45k+ |
| Social Media Manager | £35k | £40k | £60k+ |
| Head of Social | £45k | £55k | £65k+ |
| Content Marketing Assistant | £25k | £29k | £33k+ |
| Content Marketing Executive | £35k | £40k | £50k+ |
| Content Marketing Manager | £50k | £55k | £65k+ |
| Head of Content | £55k | £65k | £75k+ |
| SEO Assistant | £25k | £30k | £35k+ |
| SEO Executive | £35k | £40k | £45k+ |
| SEO Manager | £40k | £50k | £60k+ |
| Head of SEO | £50k | £60k | £70k+ |
| Email Marketing Specialist | £45k | £55k | £65k+ |
| Digital Marketing Analyst | £45k | £55k | £65k+ |

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Average salaries in London

| Marketing Job Title | Low | Mid | High |
|-----------------------------------|------|-------|--------|
| PPC Assistant | £25k | £29k | £33k+ |
| PPC Executive | £35k | £40k | £50k+ |
| PPC Manager | £40k | £50k | £60k+ |
| Paid Media Manager | £40k | £50k | £60k+ |
| Head of PPC / Paid Search Manager | £55k | £70k | £80k+ |
| Digital PR Assistant | £25k | £29k | £33k+ |
| Digital PR Executive | £35k | £40k | £50k+ |
| Digital PR Manager | £45k | £50k | £65k+ |
| Head of Digital PR | £65k | £70k | £80k+ |
| E-Commerce Manager | £45k | £55k | £70k+ |
| Head of E-Commerce | £70k | £80k | £95k+ |
| Lead Specialist | £50k | £60k | £75k+ |
| CRM Executive | £30k | £35k | £45k+ |
| CRM Manager | £45k | £55k | £70k+ |
| Growth Hacker | £35k | £45k | £56k+ |
| Digital Marketing Director | £90k | £105k | £125k+ |
| Marketing Automation Manager | £55k | £60k | £70k+ |

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Average salaries in London

| Marketing Job Title | Low | Mid | High |
|---|-----------|-----------|--------|
| Conversion Rate Optimisation Specialist | £40k | £50k | £65k+ |
| Web Analytics Manager | £50k | £60k | £75k+ |
| Affiliate Marketing Assistant | £25k | £30k | £35k+ |
| Affiliate Marketing Executive | £35k | £40k | £45k+ |
| Affiliate Marketing Manager | £45k | £55k | £70k+ |
| Digital Copywriter | £25k | £35k | £45k+ |
| Graphic Designer | £25k | £35k | £45k+ |
| Video Editor | £25k | £35k | £45k+ |
| Influencer Marketing Manager | £50k | £60k | £70k+ |
| Brand Manager | £45k | £55k | £65k+ |
| Mobile Marketing Manager | £45k | £55k | £70k+ |
| Chief Marketing Officer (CMO) | £100k | £110k | £125k+ |
| Head of Growth | £75k | £85k | £100k+ |
| Head of Digital Marketing | £70k | £80k | £95k+ |
| Marketing Account Executive | £30k | £35k | £50k+ |
| UX Designer | £30k-£40k | £45k-£55k | £70k+ |
| Marketing Project Manager | £50k | £60k | £70k+ |

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Competitive compensation packages are vital



Companies wanting to improve their talent attraction and retention in today's competitive job market need a comprehensive work benefits package with employee benefits and perks.

Productivity bonus

Share scheme

Life insurance

Enhanced pension contribution

Parental leave

Subsidised workplace travel

Flexible & hybrid working

Extended holiday leave

Health Cash Plan

Holiday buy-back scheme

Wellbeing & charity days

Beat your competition in the search for experienced digital, marketing and tech professionals. Stop worrying about recruitment and start attracting top talent with the support of our specialist recruitment consultants.

→ Contact our team to talk about your company's talent needs.