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S O L U T I O N S

TECH | DIGITAL | MARKETING

Salary Guide
Q4 | 2024

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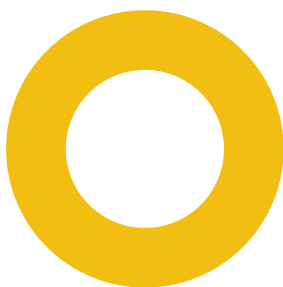info@adriasolutions.co.uk

While there haven't been significant shifts in salary trends ahead of the 4th Quarter of 2024, we have observed **a renewed confidence among hiring managers**. Despite some loss of momentum as we entered 2024, the UK economy has shown resilience, which is encouraging for employers and candidates.

Hiring managers are more optimistic about securing top talent, and companies are more willing to improve their talent attraction strategies to stay competitive. However, the constant demand for skilled professionals across the IT, digital and marketing sectors means **organisations must work on improving their employer branding and offer competitive compensation packages** or risk missing out on top talent.

Our salary survey provides an up-to-date snapshot of the current salary trends, offering valuable insights for startups, SMEs and global organisations looking for recruitment insights.

Salary Survey

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+

Disclaimer: The salaries referenced in this report are based on Adria Solutions' own data and industry insights, providing valuable directional benchmarks for companies.

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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+

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+

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+

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

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

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+

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+

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+

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+

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+

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.

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