DIGITAL
REPUBLIC
Market Leader in Data Driven Digital Recruitment

July 2023 Salary Guide - United Kingdom

SALARY GUIDE
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DIGITAL REPUBLIC
Market Leader in Data Driven Digital Recruitment

Welcome to Digital Republic Talent's July 2023 Salary Guide, here is what you can expect to find:

SALARY GUIDE
INTRODUCTION

Welcome to Digital Republic Talent's July 2023 Salary Guide.

It has been six months since our last salary guide, and we are excited to present an updated overview of our findings for the most common job titles in the following markets: Cloud Computing, Data Science, Digital Analytics, and Programmatic. Discover our comprehensive data collection process in the methodology section, providing accurate and up-to-date salary information

For this edition, we focused our data collection for United Kingdom. If you are interested, we also offer various other salary guides for different locations.

In addition to average annual salary figures and average daily contract rate, we provide an analysis of hiring trends and valuable insights into popular workplace topics such as hybrid working, interview processes, and the most sought-after incentives.

By utilizing these resources, we aim to provide you with the most accurate and up-to-date salary information in the industry. We hope that this guide proves valuable in your understanding of the current market landscape and assists you in making informed decisions regarding compensation.

SALARY GUIDE
METHODOLOGY

Our methodology involved surveys, internal analysis, online sources, and data consolidation to ensure accurate salary insights. This page provides an overview of our data collection and analysis process for a reliable salary guide.

Independent Survey

We conducted an independent survey that reached out to individuals across the United Kingdom and the United States. This survey allowed us to gather valuable data on salary trends and preferences directly from the workforce, ensuring a diverse and representative sample.

Internal Analysis

We leveraged our expertise and resources at DRT to analyze all our placements and screens. This internal analysis provided us with real-world data on the salaries offered and accepted by candidates, giving us insights into the current market rates

Online Source Analysis

We conducted a thorough analysis of various online sources, including job boards and recruitment websites. By examining roles advertised and their associated compensation, we gained a broader understanding of salary trends and industry benchmarks.
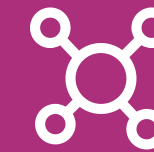
Data Consolidation

We meticulously compiled and consolidated the data obtained from the survey, internal analysis, and online sources. This involved organizing and categorizing the salary information based on job titles and geographic locations, allowing us to present comprehensive and accurate salary ranges.

SALARY GUIDE
MARKETS OVERVIEW

Cloud Computing

The adoption of cloud technologies continues to soar, driven by its scalability, flexibility, and cost-effectiveness. Hybrid cloud solutions gained momentum, offering a blend of public and private cloud environments to meet diverse business needs. The rise of edge computing has also been notable, enabling real-time processing and reducing latency for applications and devices at the network's edge.

Digital Analytics

The field of digital analytics has seen advancements in tracking and analyzing customer behavior across various digital channels. Privacy regulations, such as the evolving data protection laws, have necessitated a more responsible and privacy-centric approach to data collection and analysis. Personalization and customer segmentation techniques have improved, enabling businesses to deliver tailored experiences and optimize marketing strategies.

Data Science

Data science has continued to evolve with a focus on AI and machine learning. Advanced algorithms and models are being developed to extract valuable insights from vast datasets, enabling businesses to make data-driven decisions. Ethical considerations and responsible AI practices have gained prominence, emphasizing the importance of transparency, fairness, and accountability in data science applications.

Programmatic

Programmatic advertising continues to transform the digital advertising landscape. Artificial intelligence and automation have enhanced targeting capabilities, optimizing ad placements and reaching relevant audiences. Privacy-focused initiatives and the increasing demand for transparency have influenced the industry, leading to enhanced data privacy practices and stricter regulations.

SALARY GUIDE
DIRECTORS COMMENTS

RICHARD MANSO, MANAGING DIRECTOR

As always, I would like to express my gratitude to the operations and sales teams who played a crucial role in compiling this Salary Guide. I would also like to extend my appreciation to the 5,000 industry practitioners across the UK, US, and mainland Europe who shared their expertise and perspective, making this undertaking possible. Since our December 2022 Salary Guide, we have witnessed significant changes in the job landscape. Our team has diligently collected and analyzed data, closely monitoring shifts in salaries, market trends, and emerging job roles. We are excited to present you with the most up-to-date information and insights, empowering you to make informed decisions in this dynamic employment market.

Wage inflation is becoming increasingly prevalent in the Cloud and Data Science markets, as well as in the workplace overall. It is evident that employees and employers are feeling the pressure. However, it is important to note that this inflation is not solely due to post-Covid factors or economic conditions. There are specific challenges within the digital economy that contribute to upward price pressures. These include a lack of long-term workforce planning by governments, a lack of regulation and quality control expertise (such as credible certifications within data science or digital analytics), and the proliferation of technologies like CDP and AI, which drive up demand, costs, and shift focus away from core areas.

We are also witnessing a shift towards lower funnel conversions and a greater emphasis on revenue-generating activities within marketing teams, driven by constrained budgets and heightened expectations.

This has led to increased demand in certain areas, such as Optimization and Personalization, resulting in some pricing pressures. Additionally, as expectations rise, we anticipate more layoffs in this space throughout 2023.

We recognize that a job encompasses much more than just a salary. That's why we conducted a series of comprehensive questionnaires, engaging with our market place to delve into their key priorities and challenges. Through these conversations, we uncovered a range of significant topics that resonated with employers and employees alike. From work-life balance and flexible working patterns to stress management, mental health, diversity, and wage inflation, these areas sparked meaningful discussions and reflections among both cohorts.

Our surveys have revealed that despite the global challenges we face, the levels of expectation among employees remains high. This is a crucial insight for employers to consider as they shape their employer brands, design benefits packages, and develop effective career management programs. The evolving job market demands an understanding of the ever-growing expectations of employees, and it is essential to align these factors to attract and retain top talent.

In summary, the technology sector remains volatile, impacting digital marketing. However, we continue to see significant investments in marketing talent, which is positive for candidates with the right skill set. For employers, this means the competition to identify and attract talent will remain fierce in certain areas.
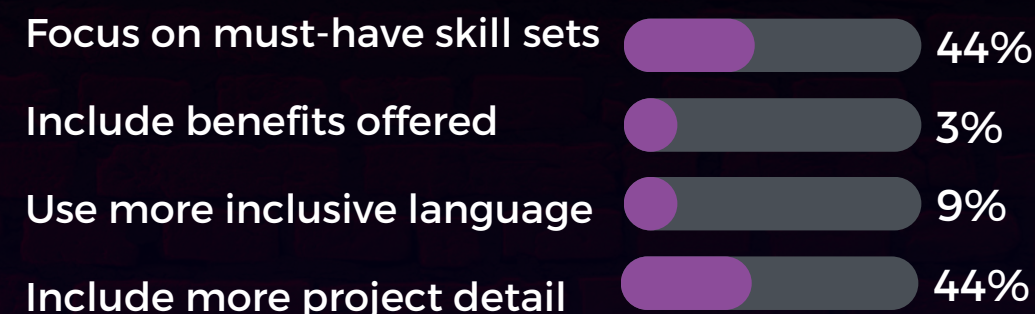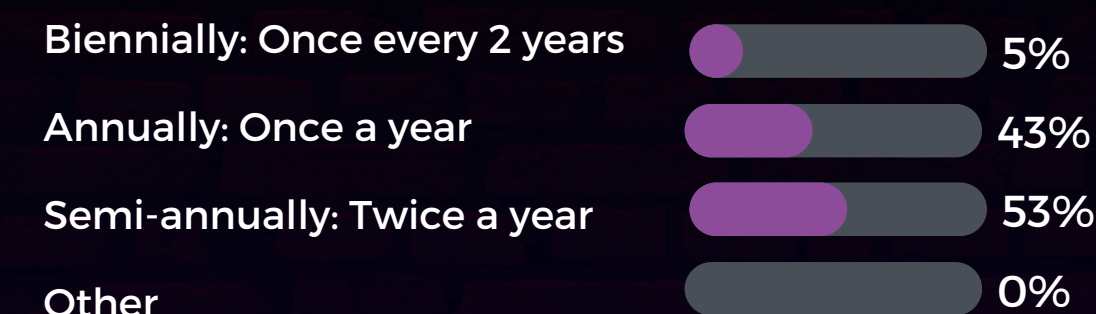
EMPLOYEE INSIGHTS
ATTRACTING TALENT

Enhancing Hiring Practices, Salary Reviews, & Performance Assessments

How can companies improve the way they write job descriptions?

Focus on must-have skill sets	44%
Include benefits offered	3%
Use more inclusive language	9%
Include more project detail	44%

How often do you believe employees should receive salary reviews?

Biennially: Once every 2 years	5%
Annually: Once a year	43%
Semi-annually: Twice a year	53%
Other	0%

Should performance reviews solely focus on past performance or also include future goal setting?

Focus only on past performance	62%
Include both past & future	20%
Mostly focus on future goals	1%
I'm not sure	17%

Throughout the course of 2023, we conducted a series of polls to gather valuable insights from professionals like you. Let's dive into the results and discover the collective perspectives on various topics and industry trends. When crafting job descriptions, respondents emphasized the importance of highlighting must-have skill sets (44%) and including more project details (44%) to provide a clear understanding of role expectations. Additionally, a smaller percentage (9%) indicated the need for using more inclusive language. These findings emphasize the significance of emphasizing skills and project insights to attract qualified candidates.

In terms of salary reviews, a majority of respondents (53%) preferred semi-annual evaluations, closely followed by an annual review cycle (43%). This suggests that employees desire regular salary assessments and adjustments to stay motivated and financially rewarded. The data also revealed a preference for incorporating both past and future aspects (44%) in performance reviews, highlighting the importance of recognizing achievements while discussing aspirations and growth opportunities. These insights provide guidance for organizations to optimize their hiring processes, salary review strategies, and performance assessment frameworks, ultimately creating a more effective and engaging work environment.

EMPLOYEE INSIGHTS
WORKPLACE INCENTIVES

Exploring Work Preferences, Optimum CV Length, & Motivation Factors in Today's Market

What's the biggest perk your company can provide?

Flexible Working Hour	19%
Remote Working	70%
Professional Development	7%
Wellness Benefits	3%
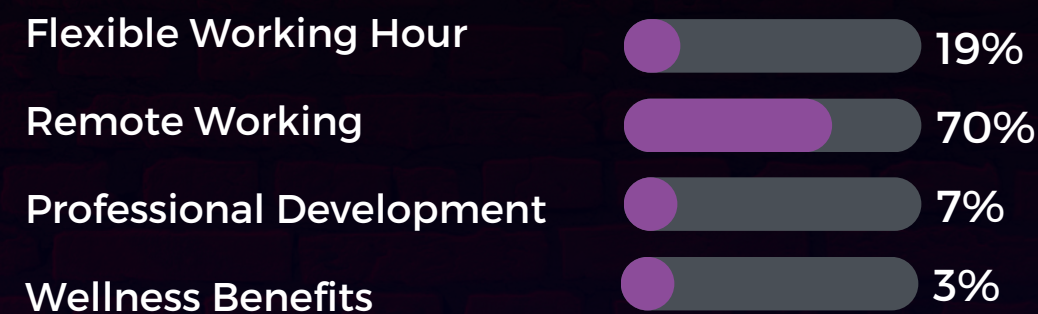
What's your take on the optimum length of a CV/Resume?

1 Page	35%
2 Pages	55%
3 Pages	6%
Longer than 3 Pages	3%

What motivates you most in your job?

Salary and benefits	50%
Opportunities for advancement	21%
Team & culture	15%
Positively impacting society	14%

In a series of recent polls, employees shared their insights, providing a comprehensive view of what they are seeking in the current job market. When asked about their work preferences, remote working emerged as the most sought-after perk, with 70% of respondents expressing a strong desire for flexible work arrangements. This signifies the growing importance of workplace flexibility and the desire for a better work-life balance. Additionally, the poll results reveal that the majority (55%) believe that a 2-page CV/Resume is the optimum length, followed by 35% favouring a 1-page format. A small percentage (6%) opt for a 3-page length,

Moreover, the polls revealed that employees find motivation primarily through salary and benefits (50%), followed by opportunities for advancement and a supportive team and culture (22% each). A smaller segment (5%) indicated that positively impacting society motivates them. These findings underscore the need for organizations to prioritize flexible work options, transparent salary review processes, competitive compensation packages, growth opportunities, and a positive work environment to attract and retain top talent and foster employee satisfaction and motivation.

SALARY GUIDE
DATA SCIENCE

PERMANENT
DATA SCIENCE 2023

PERMANENT - AVERAGE ANNUAL SALARY - UNITED KINGDOM

Job Title	Low	Average	High
Data Scientist	£58,856	£70,095	£81,250
Senior Data Scientist	£66,500	£74,736	£94,500
Data Science Manager	£77,500	£85,144	£108,500
Head of Data Science	£94,000	£100,500	£135,500
Data Analyst (Python/SQL)	£40,461	£46,844	£67,000
Advanced Analytics Manager	£56,499	£67,000	£83,500
Machine Learning Engineer	£71,500	£84,000	£101,000
Data Science Director	£97,000	£116,087	£144,000
VP of Data Science	£120,000	£150,000	£176,000
Chief Data Scientist	£134,876	£162,400	£190,119

Annual Base Salary - £ (GBP) - London, United Kingdom

CONTRACT DATA SCIENCE 2023

CONTRACT - AVERAGE DAILY RATES - UNITED KINGDOM

Job Title	Low	Average	High
Data Scientist	£400	£500	£600
Senior Data Scientist	£500	£600	£700
Data Science Manager	£600	£700	£800
Head of Data Science	£700	£850	£1,000
Data Analyst (Python/SQL)	£300	£450	£550
Advanced Analytics Manager	£600	£700	£800
Machine Learning Engineer	£600	£750	£850
Data Science Director	£800	£1,000	£1,500
Consultant	£1,000	£1,350	£1,700

The following estimates are rough ranges for daily rates in GBP (£) for the mentioned job titles in the UK. These figures serve as a general guide, and it's important to consider various factors when determining the appropriate daily rate for contract employment, such as the scope of responsibilities, level of expertise, and market demand.

SALARY GUIDE
DIGITAL ANALYTICS

PERMANENT
DIGITAL ANALYTICS 2023

PERMANENT - AVERAGE ANNUAL SALARY - UNITED KINGDOM

Job Title	Low	Average	High
Digital/Web Analyst	£30,000	£42,673	£48,750
Analytics Engineer	£45,000	£62,834	£82,500
Analytics Developer	£33,500	£56,973	£68,000
Analytics Manager	£54,899	£62,999	£85,500
Senior Analytics Manager	£63,000	£77,592	£96,500
Head of Analytics	£94,500	£104,427	£121,500
Director of Analytics/Insight	£102,000	£118,518	£135,000

Annual Base Salary - £ (GBP) - London, United Kingdom

CONTRACT
DIGITAL ANALYTICS 2023

DIGITAL REPUBLIC
Market Leader in Data Driven Digital Recruitment

CONTRACT - AVERAGE DAILY RATES - UNITED KINGDOM

Job Title	Low	Average	High
Digital/Web Analyst	£250	£300	£350
Analytics Engineer	£300	£350	£400
Analytics Developer	£350	£400	£450
Analytics Manager	£400	£450	£500
Senior Analytics Manager	£450	£500	£550
Head of Analytics	£500	£600	£700
Director of Analytics/Insight	£600	£700	£800

The following estimates are rough ranges for daily rates in GBP (£) for the mentioned job titles in the UK. These figures serve as a general guide, and it's important to consider various factors when determining the appropriate daily rate for contract employment, such as the scope of responsibilities, level of expertise, and market demand.

SALARY GUIDE
CLOUD COMPUTING

PERMANENT
CLOUD COMPUTING 2023

PERMANENT - AVERAGE ANNUAL SALARY - UNITED KINGDOM

Job Title	Low	Average	High
Cloud Architect	£62,750	£87,081	£104,000
Cloud Engineer	£55,056	£62,768	£84,891
Lead Cloud Architect	£63,500	£90,474	£116,000
Lead Cloud Engineer	£56,000	£83,807	£113,500
DevOps Engineer	£52,500	£65,365	£85,000
Site Reliability Engineer	£59,000	£75,136	£97,622
Director of Data Engineering	£104,000	£121,893	£131,000
VP of Data Engineering	£126,000	£151,591	£184,000
Chief Technology Officer	£174,000	£198,000	£229,000

Annual Base Salary - £ (GBP) - London, United Kingdom

CONTRACT
CLOUD COMPUTING 2023

CONTRACT - AVERAGE DAILY RATES - UNITED KINGDOM

Job Title	Low	Average	High
Cloud Architect	£500	£600	£700
Cloud Engineer	£450	£550	£650
Lead Cloud Architect	£600	£700	£800
Lead Cloud Engineer	£700	£800	£1,000
DevOps Engineer	£500	£600	£800
Site Reliability Engineer	£600	£750	£900
Consultant	£700	£850	£1,000

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SALARY GUIDE
PROGRAMMATIC

PERMANENT PROGRAMMATIC 2023

PERMANENT - AVERAGE ANNUAL SALARY - UNITED KINGDOM

Job Title	Low	Average	High
Programmatic Trader	£29,000	£33,122	£44,500
Programmatic Manager	£39,750	£48,286	£67,438
Programmatic Associate Director	£45,875	£58,549	£91,625
Programmatic Account Manager	£35,000	£38,200	£50,500
Programmatic Account Executive	£48,000	£60,000	£80,000
Director of Programmatic	£80,000	£86,604	£100,000
VP of Programmatic	£100,000	£125,000	£150,000
Chief Revenue Officer	£150,000	£170,000	£200,000

Annual Base Salary - £ (GBP) - London, United Kingdom

CONTRACT PROGRAMMATIC 2023

CONTRACT - AVERAGE DAILY RATES - UNITED KINGDOM

Job Title	Low	Average	High
Programmatic Trader	£300	£450	£600
Programmatic Manager	£400	£600	£800
Programmatic Associate Director	£600	£900	£1,200
Programmatic Account Manager	£400	£600	£800
Programmatic Account Executive	£300	£450	£600
Director of Programmatic	£800	£1,150	£1,300
VP of Programmatic	NA	NA	NA

The following estimates are rough ranges for daily rates in GBP (£) for the mentioned job titles in the UK. These figures serve as a general guide, and it's important to consider various factors when determining the appropriate daily rate for contract employment, such as the scope of responsibilities, level of expertise, and market demand.

DIGITAL REPUBLIC TALENT
GET IN TOUCH TODAY

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We hope you've found our 2023 Salary Guide useful. Should you require any further information, please feel free to contact us via any of the channels listed.

If you are interested in a new role or hire, contact our friendly team who are fully equipped with market intel. Visit our Advice Hub on our website for various resources to support your job seeking and hiring needs.

For further information on our products and services, or if you have any questions on the content of our Salary Guide, please contact us at info@digitalrepublictalent.com

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