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Market Leader in Data Driven Digital Recruitment

2024 Salary Guide - United Kingdom

SALARY GUIDE TABLE OF CONTENTS

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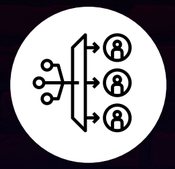
Welcome to Digital Republic Talent 2024 Salary Guide, here is what you can expect to find:

Introduction & Methodology

Providing an overview of the salary guide and explaining the data collection process for accurate market analysis.

Data Science

The lower quartile, median, and upper quartile annual salary range and average hourly contract rate for New York, Los Angeles, San Francisco, Chicago, & Austin.



CDP

The lower quartile, median, and upper quartile annual salary range and average hourly contract rate for New York, Los Angeles, San Francisco, Chicago, & Austin.

Directors Comments, Market Overview & Employee Insights

In-depth analysis of industry trends and expert insights. Including the digital market sentiment and the impact of AI on the job market.

Digital Analytics

The lower quartile, median, and upper quartile annual salary range and average hourly contract rate for New York, Los Angeles, San Francisco, Chicago, & Austin.

Cloud Computing

The lower quartile, median, and upper quartile annual salary range and average hourly contract rate for New York, Los Angeles, San Francisco, Chicago, & Austin.

Programmatic

The lower quartile, median, and upper quartile annual salary range and average hourly contract rate for New York, Los Angeles, San Francisco, Chicago, & Austin.

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SALARY GUIDE INTRODUCTION

Welcome to Digital Republic Talent's July 2024 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, Programmatic and CDP. 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 on the 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 and the most sought-after incentives.

By utilising 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.

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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.

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SALARY GUIDE
DIRECTOR'S COMMENTS

RICHARD MANSO, MANAGING DIRECTOR

Welcome to our fourth market salary survey! As always, I wanted to take the opportunity to express my gratitude to the operations and sales teams involved in helping us put together what is for us a large undertaking which involves taking significant amounts of data from various sources to bring together insight that will hopefully be useful to our general audience. It is a painstaking process which involves taking data collected in periods from quantitative and qualitative research conducted through our clients and candidates and we also use external data sources to help cross-reference our findings and aggregate what we present to you in its completed form.

It is fair to say that the job market within digital, media and marketing technology has been under significant pressure in the last year due to major macroeconomic events including conflicts in Ukraine and the Middle East and of course the rise in the cost of living and higher interest rates. We have also seen many technology giants make strategic decisions to drive down costs through redundancies, slower investments and pressure on suppliers which has also had a big effect on the job market. One of the big drivers of the digital economy is investment from the private equity market which has also slowed and affected the investment in the sector.

Employers have also seen less demand for their products and services which has also pushed down sales numbers and profit margins, once again, creating the need to drive down costs. The result is that we have seen pretty large rounds of layoffs across the boards, less hiring in general and longer lead times for practitioners within the industry to find new employment. On average, we have seen the length of time to find employment increase by four weeks from the information surveyed in the period.

It's not all doom and gloom though and some employers have taken the opportunity to secure great talent they may not have had access to normally. We have also seen the market pivot towards new and interesting areas in AI and Machine Learning which has created new jobs and opportunities for people to take their careers in different directions through cross-training.

The freelance market has also remained pretty steady as employers unwilling to make long-term commitments seek more flexible resources based on projects and specific pieces of work which is not unusual in uncertain job climates.

Sentiment suggests that the market will stabilise in the next 6 to 12 months with a steady improvement in market conditions and a steady gravitation towards new market areas in Data Science, Machine Learning and AI.

2024 will likely be challenging for all parties operating in the ecosystem but there are also other reasons to be optimistic if you are an employer who is seeing the cost of resources come down in line with slowing inflation or an employee who will definitely notice more opportunities appear as we move through 2024 and confidence slowly return.

I do hope you find the survey insightful, interesting and even useful in making decisions about your career or even hiring. Next time around we will be enhancing the data we present you to reflect some of the new areas we will be operating in, so please watch this space!

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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.

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.

Digital Analytics

The field of digital analytics has seen advancements in tracking and analyzing customer behavior across various digital channels. Privacy regulations 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.

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.

CDP

The Customer Data Platform (CDP) market is witnessing significant growth and evolution as businesses increasingly recognize the importance of unified customer data. Key trends in the market include a rising demand for personalized customer experiences, stringent data privacy regulations driving CDP adoption, and integration with other marketing technologies.

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SALARY GUIDE INSIGHTS

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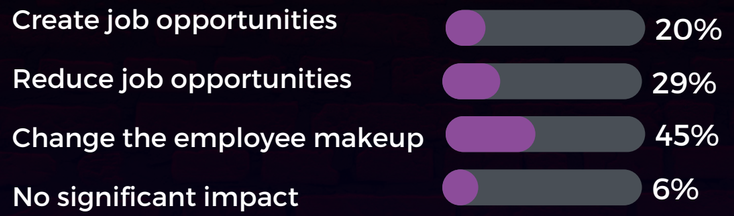
Measuring digital market sentiment & The impact of AI on the job market

Will 2024 mark a better year in terms of the fortunes of the sector?

How do you think the advent of AI is likely to impact the job market in the next five years?



What will be the key area of growth in the AI ecosystem in the next five years?

Throughout the course of last year, 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. In terms of the prospects of the digital sector in 2024, the majority of respondents (42%) foresee a continuation of the current state, suggesting a belief that 2024 will bring more of the same conditions without significant shifts. A significant portion of respondents (33%) express optimism, believing that 2024 will bring positive changes and improvements to the sector, while 25% anticipate that the fortunes of the sector may not improve in the coming year. These diverse opinions highlight the community's uncertainty and varied expectations, with the industry set for both positive developments and challenges.

Moreover, the poll results suggest a nuanced view of how AI will impact the job market in the next five years with the majority of respondents (45%) expecting AI to bring changes in the employee makeup. This suggests an acknowledgement that while some jobs may be transformed or displaced, new roles and skill sets will likely emerge, necessitating adaptations in the composition of the workforce. Lastly, the majority of responses (45%) indicate that Security/Governance is foreseen as the key area of growth in the AI ecosystem over the next five years. This suggests a heightened awareness and emphasis on addressing security concerns and establishing effective governance frameworks within the AI landscape. A significant portion of respondents (38%) also suggest a strong belief in the ongoing evolution and innovation of AI technologies.

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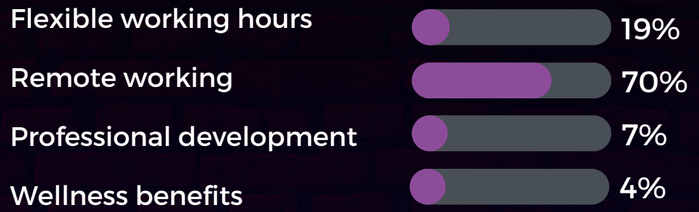
SALARY GUIDE INSIGHTS

Exploring Work Preferences & Motivation Factors in Today's Market

What's the biggest perk your company can provide?



What is the best day of the week to work from home?

What motivates you most in your job?

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 indicate a clear preference for working from home on Fridays, with 53% of respondents choosing this day. Mondays also received significant support, with 28%. The limited inclination for Wednesdays (12%) suggests a preference for either an extended weekend or a smooth transition into the workweek.

Moreover, the polls revealed that employees find motivation primarily through salary and benefits (51%), 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.

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SALARY GUIDE
DATA SCIENCE

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PERMANENT DATA SCIENCE 2024

PERMANENT - AVERAGE ANNUAL SALARY - UNITED KINGDOM

Job Title	Low	Average	High
Data Scientist	£45,300	£65,400	£94,300
Senior Data Scientist	£65,100	£80,900	£104,300
Data Science Manager	£76,900	£89,900	£114,600
Data Analyst (Python/SQL)	£37,800	£51,800	£69,000
Advanced Analytics Manager	£59,500	£76,800	£101,300
Machine Learning Engineer	£53,500	£69,200	£100,900
Head of Data Science	£85,500	£103,800	£129,950
Data Science Director	£86,900	£105,900	£135,400
VP of Data Science	£150,000 - £160,000	£160,000 - £180,000	£180,000 - £200,000
Chief Data Scientist	£155,000 - £165,000	£165,000 - £185,000	£185,000 - £205,000

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

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CONTRACT DATA SCIENCE 2024

CONTRACT - AVERAGE DAILY RATES - UNITED KINGDOM

Job Title	Low	Average	High
Data Scientist	£375	£550	£720
Senior Data Scientist	£540	£620	£780
Data Science Manager	£290	£490	£705
Head of Data Science	£440	£950	£1,000
Data Science Director	£750	£900	£1,200
Data Analyst (Python/SQL)	£260	£475	£650
Advanced Analytics Manager	£430	£620	£870
Machine Learning Engineer	£490	£575	£700
Consultant	£800	£1,150	£1,300

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.

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SALARY GUIDE
DIGITAL ANALYTICS

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PERMANENT DIGITAL ANALYTICS 2024

PERMANENT - AVERAGE ANNUAL SALARY - UNITED KINGDOM

Job Title	Low	Average	High
Digital/Web Analyst	£39,500	£46,500	£58,800
Senior Digital Analyst	£45,700	£52,000	£58,600
Analytics Engineer	£52,200	£63,600	£77,500
Analytics Developer	£52,100	£61,200	£76,300
Analytics Manager	£56,600	£66,400	£81,000
Senior Analytics Manager	£66,000	£73,600	£92,400
Head of Analytics	£95,900	£104,200	£115,100
Director of Analytics/Insight	£102,500	£124,000	£145,000
VP of Analytics	£110,400	£134,400	£159,400

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

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CONTRACT DIGITAL ANALYTICS 2024

CONTRACT - AVERAGE DAILY RATES - UNITED KINGDOM

Job Title	Low	Average	High
Digital/Web Analyst	£200	£250	£300
Analytics Engineer	£300	£350	£400
Analytics Developer	£300	£350	£400
Analytics Manager	£350	£400	£450
Senior Analytics Manager	£400	£450	£500
Head of Analytics	£500	£550	£600
Director of Analytics/Insight	£550	£650	£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.

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CLOUD COMPUTING

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PERMANENT CLOUD COMPUTING 2024

PERMANENT - AVERAGE ANNUAL SALARY - UNITED KINGDOM

Job Title	Low	Average	High
Cloud Architect	£72,200	£94,000	£113,800
Cloud Engineer	£48,200	£65,500	£93,500
Lead Cloud Architect	£74,000	£89,100	£105,700
Lead Cloud Engineer	£74,800	£91,600	£115,500
DevOps Engineer	£55,000	£75,000	£90,000
Site Reliability Engineer	£59,400	£87,800	£121,500
Director of Data Engineering	£77,000	£102,700	£140,800
VP of Data Engineering	£150,000 - £160,000	£160,000 - £180,000	£180,000 - £200,000
Chief Technology Officer	£155,000 - £165,000	£165,000 - £185,000	£185,000 - £205,000

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

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CONTRACT CLOUD COMPUTING 2024

CONTRACT - AVERAGE DAILY RATES - UNITED KINGDOM

Job Title	Low	Average	High
Cloud Architect	£500	£650	£790
Cloud Engineer	£400	£560	£700
Lead Cloud Architect	£695	£725	£740
Lead Cloud Engineer	£825	£850	£875
DevOps Engineer	£600	£700	£850
Site Reliability Engineer	£495	£675	£760
Consultant	£760	£950	£1,000

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.

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PROGRAMMATIC

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PERMANENT PROGRAMMATIC 2024

PERMANENT - AVERAGE ANNUAL SALARY - UNITED KINGDOM

Job Title	Low	Average	High
Programmatic Trader	£32,000	£38,000	£45,000
Programmatic Manager	£37,300	£50,100	£67,250
Programmatic Associate Director	£48,400	£72,200	£92,500
Programmatic Account Manager	£36,000	£43,500	£56,500
Programmatic Account Executive	£25,000	£30,000	£36,000
Director of Programmatic	£70,000	£84,000	£119,000
VP of Programmatic	£75,000	£147,300	£251,900
Chief Revenue Officer	£95,000	£169,600	£260,000

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

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CONTRACT PROGRAMMATIC 2024

CONTRACT - AVERAGE DAILY RATES - UNITED KINGDOM

Job Title	Low	Average	High
Programmatic Trader	£250	£360	£450
Programmatic Manager	£360	£450	£600
Programmatic Associate Director	£400	£720	£1,100
Programmatic Account Manager	£360	£500	£700
Programmatic Account Executive	£345	£475	£600
Director of Programmatic	£700	£900	£1,200
VP of Programmatic	N/A	N/A	N/A

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.

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CUSTOMER DATA PLATFORM

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PERMANENT CDP 2024

PERMANENT - AVERAGE ANNUAL SALARY - UNITED KINGDOM

Job Title	Low	Average	High
CDP Analyst	£42,500	£49,200	£58,400
Senior CDP Analyst	£46,700	£60,200	£66,900
CDP Manager	£51,500	£61,500	£76,800
Senior CDP Manager	£62,600	£72,200	£86,500
Head of CDP	£50,000	£78,000	£90,000
Director of CDP	£119,700	£135,400	£151,800
VP of CDP	£127,600	£140,400	£158,300

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

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CONTRACT CDP 2024

CONTRACT - AVERAGE DAILY RATES - UNITED KINGDOM

Job Title	Low	Average	High
CDP Analyst	£300	£325	£350
Senior CDP Analyst	£300	£350	£500
CDP Manager	£500	£550	£600
Senior CDP Manager	£600	£625	£650
Head of CDP	£650	£675	£700
Director of CDP	£700	£725	£750
VP of CDP	£750	£775	£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.

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We hope you've found our 2024 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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