

The background of the entire image is a close-up, high-resolution photograph of leopard or cheetah fur. The pattern consists of dark brown, irregular spots and rosettes of varying sizes, set against a lighter brown, almost tan, background. The texture of the fur is clearly visible, with individual hairs and the way they catch the light. The overall color palette is warm and earthy, dominated by shades of brown and tan.

ADLIB

eCommerce Permanent Salary Guide
(North England)



The gap between eCommerce & retail sales is narrowing year on year, so having a strong online offering is key to the growth of any business selling consumer products or services. With this in mind, the need for eCommerce talent is greater than ever before.

The purpose of this guide is to provide a snapshot of salary bandings across a variety of eCommerce roles. The following rates are predominantly based on our work with businesses across the north of England. Please note that with the recent surge in “working from home” being the norm, local averages need to be considered in the context of uk-wide averages to remain competitive.

Although we do our best to remain close to market trends, there are always a number of factors to consider when assigning a salary to a role, such as the skill demand, industry, level of responsibility, & other benefits.

Furthermore, pay scales may fluctuate between start-ups, scale-ups, agencies, software houses, larger organisations and corporates.

It’s also worth noting that the “number of years” of experience is not an ideal measure of technical proficiency. However, as a general guide, it should offer a good benchmark.

eCommerce Salary Benchmarks

Type of Role	Junior	Midweight	Senior
eCommerce Executive	£20k-£22k	£22k-£24k	£24k-£28k
eCommerce Manager	£28k-£32k	£32k-£35k	£35k-£45k
eCommerce Trader/Merchandiser	£25k-£27k	£30k-£35k	£35k-£37k
Online Trading /Merchandising Manager	£27k-£30k	£30k-£40k	£40k-£45k
eCommerce Analyst	£26k-£36k	£36k-£43k	£43k-£45k
Digital Marketing	£25k-£30k	£30k-£40k	£40k-£45k
PPC/SEO	£20k-£23k	£25k-£28k	£28k-£30k
Social Media	£18k-£20k	£20k-£24k	£24k-£30k
Digital Content	£20k-£25k	£25k-£27k	£27k-£33k

Contact us

If you'd like market specific information please feel free to get in touch with the ADLIB team.



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