

Salary Guide
London & SE

ECOMMERCE IN-HOUSE

ADLIB



WHAT IS THE AVERAGE IN-HOUSE ECOMMERCE SALARY IN THE LONDON & SE REGION?

We've outlined the average salaries and day rates typically received for In-House eCommerce roles in London & SE.

How do we benchmark eCommerce salaries?

The following is based on information collated through working in this industry day in, day out, client briefs taken and placements made by ADLIB.

At ADLIB, we're always keeping close to market trends and how things can fluctuate between organisations. Here, we aim to provide an overall range of salaries based on the spectrum of eCommerce roles within the London & SE region.

What to consider when assigning a salary to a role

It is worth noting that salary isn't everything, and there are lots of other important factors to consider when wanting to attract the best talent.

These factors include but are not limited to: hybrid working patterns, flexible hours, bonus schemes, clear progression plans, learning and development budgets, wellness vouchers, maternity and paternity pay, pension contributions, health insurance schemes, discounted gym memberships, social activities, a focus on employee wellbeing, and an inclusive working environment.

E-COMMERCE SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
eCommerce Assistant	£25,000	£30,000	£35,000
eCommerce Executive	£30,000	£35,000	£40,000
Senior eCommerce Executive	£40,000	£45,000	£50,000
eCommerce Manager	£50,000	£55,000	£65,000
Head of eCommerce / Director	£70,000	£80,000	£100,000
eCommerce Director	£100,000	£130,000	£160,000
Online Merchandiser	£30,000	£35,000	£40,000
Merchandising Manager	£35,000	£40,000	£50,000
eCommerce Trading Manager	£40,000	£45,000	£50,000
Marketplace Executive	£30,000	£32,500	£35,000

ECOMMERCE MARKETING SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
eCommerce Marketing Executive	£25,000	£35,000	£40,000
Senior eCommerce Marketing Executive	£40,000	£45,000	£50,000
eCommerce Marketing Manager	£50,000	£55,000	£60,000
Performance Marketing Exec	£30,000	£35,000	£40,000
Performance Marketing Manager	£50,000	£55,000	£60,000
Head of Performance Marketing / Director	£60,000	£80,000	£100,000

DIGITAL MARKETING SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
CONTENT			
Content Executive	£30,000	£38,000	£45,000
Content Manager	£45,000	£52,000	£60,000
Content Strategist / Lead	£60,000	£75,000	£90,000
Head of Content / Director	£75,000	£90,000	£120,000
CRO			
CRO Executive	£25,000	£32,000	£40,000
CRO Manager	£40,000	£52,000	£65,000
CRO Strategist / Lead	£65,000	£80,000	£100,000
Head of CRO / Director	£85,000	£100,000	£125,000
CRM			
CRM Executive	£28,000	£40,000	£45,000
CRM Manager	£45,000	£50,000	£60,000
Senior CRM Manager	£60,000	£70,000	£80,000
Head of CRM	£80,000	£100,000	£120,000
CRM Director	£100,000	£125,000	£150,000
PAID MEDIA			
PPC Executive	£28,000	£35,000	£45,000
PPC Manager	£45,000	£50,000	£60,000
Senior PPC Manager	£60,000	£70,000	£80,000
Head of Paid Media	£80,000	£90,000	£110,000
Paid Media Director	£90,000	£100,000	£130,000
PERFORMANCE MARKETING			
Performance Marketing Executive	£28,000	£35,000	£45,000
Performance Marketing Manager	£45,000	£50,000	£55,000
Head of Performance / Director	£80,000	£90,000	£120,000
SEO			
SEO Executive	£28,000	£35,000	£45,000
SEO Manager	£45,000	£50,000	£55,000
Senior SEO Manager	£55,000	£68,000	£75,000
SEO Strategist	£70,000	£85,000	£100,000
Head of SEO / Director	£80,000	£100,000	£125,000
SOCIAL MEDIA			
Social Media Executive	£28,000	£35,000	£42,000
Social Media Manager	£42,000	£50,000	£60,000
Senior Social Media Manager	£60,000	£65,000	£70,000
Social Media Strategist	£60,000	£80,000	£90,000
Social Media Director	£80,000	£100,000	£125,000

CONTACT US



Technology



Data



Product



Engineering



Science



Sustainability



eCommerce



Marketing



Design

We are a Recruitment Agency with purpose. Proudly B Corp certified. Our mission and impact go far beyond recruitment. A trusted partner, supporting growth, change and success at pace since 2001.

www.adlib-recruitment.co.uk | 0117 926 9530