

UK Salary Guide
Outside of London

DIGITAL TECHNOLOGY

ADLIB



WHAT IS THE AVERAGE UK DIGITAL TECH JOB SALARY OUTSIDE OF LONDON?

Within the Tech sector, salaries are never stagnant, trends are consistently on the up. Year on year, there's always an increasing demand for talent, with the levels of experience remaining the same. With more of a push for businesses to become digitally focused in order to keep up with market competition, the number of available candidates doesn't quite correlate.

How do we benchmark UK technology salaries?

At ADLIB, we're always keeping close to market trends and how things can fluctuate between start-ups, scale-ups, agencies, software houses, larger organisations and corporates.

Here, we aim to provide an overall range of salaries based on a variety of roles. The following rates are based on our work with digital agencies, software houses and SMEs, rather than large enterprises or corporations.

What to consider when assigning a salary to a role

There are always factors to consider when assigning a salary to a role, such as the skill demand, the complexity of the technology, how popular it is in the market, level of responsibility as well as what other benefits are on offer, such as remote working.

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 provide some ballparks and pointers...

DIGITAL TECHNOLOGY SALARY BENCHMARKS

Permanent Roles	Junior (0-2 years)	Mid-Level (2-4 years)	Senior (4-6 years)	Lead (6-10 years)	Head of
Front-End Developer HTML5, CSS3, React/Angular/Vue	£30K - £40K	£40K - £60K	£60K - £80K	£80K - £95K	£95K - £110K
Full-Stack JS Developer React/Angular/Vue & Node	£30K - £45K	£45K - £65K	£65K - £85K	£85K - £100K	£100K - £120K
Node Developer Node.js, Express, Typescri	£30K - £45K	£45K - £65K	£65K - £85K	£85K - £100K	£100K - £120K
PHP Developer PHP, MySQL, Laravel/Symfony, CMS: Drupal, Magento, WordPress	£30K - £40K	£40K - £60K	£60K - £80K	£80K - £100K	£100K - £120K
Full-Stack PHP Developer PHP, JavaScript: React/Angular., Vue	£30K - £45K	£45K - £60K	£60K - £80K	£80K -w £100K	£100K - £120K

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.Net Developer C#, .Net, MVC/.Net Core, Azure, Dynamics, CMS: Umbraco, Sitecore etc.	£30K - £40K	£40K - £60K	£60K - £80K	£80K - £100K	£100K - £120K
Ruby Developer Ruby, Rails, Heroku	£30K - £40K	£40K - £60K	£60K - £80K	£80K - £100K	£100K - £120K
Python Developer Python, Django, Flask	£30K - £40K	£40K - £65K	£60K - £80K	£80K - £100K	£100K - £120K
AI Engineer/ Consultant LLM, Chatbots, AI, ML, OpenAI, Claude	N/A	£45K - £65K	£65K - £85K	£85K - £100K	£100K - £130K
Mobile Developer iOS, Android, Kotlin, Swift, React Native, Xamarin, Flutter	£30K - £45K	£45K - £70K	£70K - £90K	£90K - £110K	£110K - £130K
Functional Programming Scala, Go, Haskell, Clojure, Elixir, Erlang etc.	£30K - £45K	£45K - £70K	£70K - £90K	£90K - £110K	£110K - £130K

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Cloud/DevOps Engineer <small>AWS, GCP, Azure</small>	£30K - £45K	£45K - £65K	£65K - £85K	£85K - £100K	£100K - £125K
Tester/QA (Manual) <small>ISTQB, SOAP, UAT</small>	£28K - £35K	£35K - £50K	£50K - £70K	£70K - £90K	£90K - £110K
Tester/QA (Automation) <small>Selenium, Webdriver.IO, Cucumber, Playwright, Cypress</small>	£30K - £45K	£45K - £60K	£60K - £80K	£80K - £95K	£95K - £115K
Infrastructure Support <small>Linux, Windows, Helpdesk, Networking, IT Manager</small>	£28K - £35K	£35K - £55K	£55K - £75K	£75K - £90K	£90K - £110K
SEM/CTO/Head of Eng	N/A	N/A	N/A	£80K - £100K	£100K - £150K

If you find yourself between the scales, then you are likely to be at a point between junior and mid-level or if you find yourself at the top of one scale and have been there for a while, then maybe you are ready to take the next step up!

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