

Salary Guide  
South West

**PRODUCT**

**ADLIB**

Certified  
  
Corporation

# WHAT IS THE AVERAGE PRODUCT SALARY IN THE SOUTH WEST?

We've outlined the average salaries and day rates typically received for Product roles in the South West.

## How do we benchmark Product salaries?

At ADLIB, we're always keeping close to market trends and how things can fluctuate between organisations.

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, what industry and type of projects you have experience in (FCA, governanced), level of responsibility, as well as what other benefits are on offer, such as remote working.

## What to consider when assigning a salary to a role

It's 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 and an inclusive working environment.

PRODUCT SALARY BENCHMARKS

| Permanent Roles                          | Lowest   | Average  | Highest  |
|------------------------------------------|----------|----------|----------|
| AGENCY / SOFTWARE HOUSE                  |          |          |          |
| Delivery Manager                         | £40,000  | £45,000  | £50,000  |
| Product Owner                            | £45,000  | £52,500  | £60,000  |
| Product Manager                          | £60,000  | £65,000  | £70,000  |
| Product Lead                             | £70,000  | £72,500  | £85,000  |
| Head of Product                          | £80,000  | £90,000  | £100,000 |
| START-UP/ SCALE-UP                       |          |          |          |
| Product Owner                            | £40,000  | £50,000  | £60,000  |
| Product Manager                          | £60,000  | £65,000  | £70,000  |
| Product Lead                             | £70,000  | £75,000  | £80,000  |
| Head of Product                          | £80,000  | £95,000  | £110,000 |
| Group Product Director/ CPO              | £100,000 | £125,000 | £150,000 |
| CONSULTANCIES                            |          |          |          |
| Product Owner                            | £55,000  | £60,000  | £65,000  |
| Product Manager                          | £65,000  | £70,000  | £75,000  |
| Product Strategist/Innovation Consultant | £70,000  | £80,000  | £90,000  |
| Product Lead/Innovation Lead             | £85,000  | £92,500  | £100,000 |
| Product Director/Strategy Director       | £100,000 | £110,000 | £120,000 |
| Chief Product Officer                    | £120,000 | £135,000 | £150,000 |
| PROFESSIONAL SERVICES                    |          |          |          |
| Product Owner                            | £40,000  | £50,000  | £60,000  |
| Product Manager                          | £60,000  | £67,500  | £75,000  |
| Senior Product Manager                   | £70,000  | £75,000  | £80,000  |
| Product Lead                             | £80,000  | £77,500  | £95,000  |
| Head of Product                          | £90,000  | £100,000 | £110,000 |
| Group Product Director/ CPO              | £110,000 | £130,000 | £150,000 |
| CLIENT SIDE                              |          |          |          |
| Product Owner                            | £40,000  | £50,000  | £60,000  |
| Product Manager                          | £60,000  | £65,000  | £70,000  |
| Senior Product Manager                   | £70,000  | £75,000  | £80,000  |
| Product Lead                             | £75,000  | £85,000  | £95,000  |
| Head of Product                          | £90,000  | £90,000  | £125,000 |
| Group Product Director/ CPO              | £120,000 | £135,000 | £150,000 |

DELIVERY SALARY BENCHMARKS

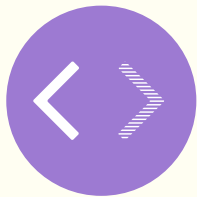
| Permanent Roles                                                                 | Lowest   | Average  | Highest   |
|---------------------------------------------------------------------------------|----------|----------|-----------|
| DELIVERY - PROFESSIONAL SERVICES (FINANCIAL SERVICES AND PROFESSIONAL SERVICES) |          |          |           |
| Project Executive/Coordinator                                                   | £26,000  | £30,000  | £35,000   |
| Junior Digital PM                                                               | £35,000  | £40,000  | £45,000   |
| Midweight Digital PM                                                            | £45,000  | £50,000  | £55,000   |
| Senior Digital PM                                                               | £60,000  | £65,000  | £70,000   |
| Project Director                                                                | £75,000  | £80,000  | £85,000   |
| Programme Manager                                                               | £85,000  | £90,000  | £95,000   |
| Head of Project Management                                                      | £100,000 | £120,000 | £120,000+ |
| DELIVERY - START-UPS AND SOFTWARE HOUSES                                        |          |          |           |
| Delivery/Project Executive                                                      | £30,000  | £37,500  | £45,000   |
| Delivery Manager                                                                | £45,000  | £55,000  | £65,000   |
| Senior Delivery Manager                                                         | £60,000  | £67,500  | £75,000   |
| Delivery Lead                                                                   | £75,000  | £80,000  | £85,000   |
| Programme Manager                                                               | £80,000  | £90,000  | £100,000  |
| Head of Project Management                                                      | £90,000  | £105,000 | £120,000  |
| CONSULTANCIES                                                                   |          |          |           |
| Graduate Programme (0-2 years experience)                                       | £26,000  | £28,000  | £32,000   |
| Project Manager/Consultant                                                      | £35,000  | £40,000  | £45,000   |
| Senior Project Manager/Senior Consultant                                        | £50,000  | £60,000  | £70,000   |
| Lead Project Manager/Lead Consultant                                            | £70,000  | £80,000  | £90,000   |
| Programme Lead/Principal Consultant                                             | £80,000  | £90,000  | £100,000  |
| Head of Project Management/Managing Consultant                                  | £100,000 | £120,000 | £140,000  |
| MEDIA AND PUBLISHING                                                            |          |          |           |
| Project Executive/Coordinator                                                   | £26,000  | £28,000  | £30,000   |
| Junior Digital PM                                                               | £28,000  | £32,000  | £35,000   |
| Midweight Digital PM                                                            | £35,000  | £38,000  | £42,000   |
| Senior Digital PM                                                               | £42,000  | £45,000  | £48,000   |
| Lead PM                                                                         | £48,000  | £51,000  | £54,000   |
| Project Director                                                                | £54,000  | £58,000  | £62,000   |
| Programme Manager                                                               | £62,000  | £65,000  | £68,000   |
| Head of Project Management                                                      | £68,000  | £72,000  | £76,000+  |

# BUSINESS ANALYST SALARY BENCHMARKS

| Permanent Roles             | Lowest   | Average  | Highest  |
|-----------------------------|----------|----------|----------|
| AGENCY / SOFTWARE HOUSE     |          |          |          |
| Business Analyst            | £45,000  | £50,000  | £55,000  |
| Senior Business Analyst     | £50,000  | £55,000  | £60,000  |
| Lead Business Analyst       | £60,000  | £67,500  | £75,000  |
| Head of BA                  | £70,000  | £75,000  | £80,000  |
| START-UP / SCALE UP         |          |          |          |
| Business Analyst            | £45,000  | £50,000  | £55,000  |
| Senior Business Analyst     | £55,000  | £60,000  | £65,000  |
| Lead Business Analyst       | £65,000  | £70,000  | £75,000  |
| Head of BA                  | £80,000  | £90,000  | £100,000 |
| CONSULTANCIES               |          |          |          |
| Business Analyst            | £45,000  | £52,500  | £60,000  |
| Senior Business Analyst     | £60,000  | £67,500  | £75,000  |
| Lead Business Analyst       | £70,000  | £80,000  | £90,000  |
| Head of BA                  | £85,000  | £97,500  | £110,000 |
| Group Product Director/ CPO | £110,000 | £130,000 | £150,000 |
| PROFESSIONAL SERVICES       |          |          |          |
| Business Analyst            | £40,000  | £50,000  | £60,000  |
| Senior Business Analyst     | £50,000  | £60,000  | £75,000  |
| Lead Business Analyst       | £70,000  | £77,500  | £85,000  |
| Head of BA                  | £90,000  | £100,000 | £110,000 |
| CLIENT SIDE                 |          |          |          |
| Business Analyst            | £40,000  | £50,000  | £60,000  |
| Senior Business Analyst     | £50,000  | £57,500  | £65,000  |
| Lead Business Analyst       | £65,000  | £75,000  | £85,000  |
| Head of BA                  | £80,000  | £100,000 | £120,000 |

| Permanent Roles                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Lowest       | Average       | Highest       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------|---------------|
| BUSINESS ANALYSTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |               |               |
| Business Analyst                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | £400 per day | £525 per day  | £650 per day  |
| Lead Business Analyst                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | £600 per day | £700 per day  | £800 per day  |
| PRODUCT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              |               |               |
| Product Owner                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | £450 per day | £550 per day  | £650 per day  |
| Product Manager                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | £450 per day | £550 per day  | £650 per day  |
| Product Lead                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | £600 per day | £700 per day  | £800 per day  |
| Product Strategist/Consultant                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | £700 per day | £850 per day  | £1000 per day |
| Head of Product/CPO/Director                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | £800 per day | £1000 per day | £1200 per day |
| DELIVERY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |               |               |
| Midweight PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | £300 per day | £350 per day  | £400 per day  |
| Senior PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | £400 per day | £450 per day  | £500 per day  |
| Lead PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | £500 per day | £550 per day  | £600 per day  |
| Project Director                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | £600 per day | £700 per day  | £800 per day  |
| Head of PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | £800 per day | £900 per day  | £1000 per day |
| Every brief differs from one to the other and businesses are embarking on different projects. Day rates for contractors have so many variables which determine the price, the main one being the technology experience required i.e. Dynamics 365 Business Analyst contractor vs CMS website design and build BA will have a different rate. We recruit across implementation, transformation, change and technology. Other variables include length of contract, location and possibility of extension. |              |               |               |

# CONTACT US



Technology



Data



Product



Engineering



Science



Sustainability



eCommerce



Marketing



Design

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