

Salary Guide  
South West

# AGENCY DATA & AI ROLES

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# WHAT ARE THE AVERAGE SALARIES FOR DATA & AI ROLES IN AGENCIES IN THE SOUTH WEST?

We've outlined the average salaries typically received for data and AI roles in agencies in the South West

## How do we benchmark Agency salaries?

Salary benchmarks represent permanent agency roles in the South West.

'Lowest/Average/Highest' reflects observed salary ranges for people holding the same job title at different points of experience within that role, rather than different job levels. The 'highest' salaries typically represent individuals approaching progression to the next title, often retained via compensation rather than immediate promotion etc.

## 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.

Data & Insight roles focus on getting value from data to inform decision making, strategy, and performance. These professionals sit at the intersection of analytics, commercial understanding, and stakeholder engagement; they are hands-on (with tools, rather than being research/strategically driven) analysts and present to stakeholders with direct business impact.

Individuals at the upper end of each title are often operating with significant autonomy, influencing senior stakeholders, and shaping analytical approaches, even before a formal move into management.

Permanent Roles	Lowest	Average	Highest
<b>DATA, INSIGHT &amp; ANALYTICS</b>			
Data Analyst	£30,000	£40,000	£50,000
Senior Data Analyst	£45,000	£55,000	£70,000
Customer Insight Analyst	£30,000	£40,000	£60,000
Senior Customer Insight Analyst	£45,000	£58,000	£75,000
Customer Insight Manager	£60,000	£65,000	£85,000
Business Intelligence Analyst	£35,000	£45,000	£60,000
Senior Business Intelligence Analyst	£45,000	£55,000	£70,000
Business Intelligence Manager	£60,000	£65,000	£85,000
Head of Data & Analytics	£80,000	£90,000	£130,000

# DATA RESEARCH & INSIGHT RESEARCH

Data Research and Insight Research roles focus on exploratory, methodological, and evidence based analysis rather than technical engineering or commercial insight delivery. These professionals are typically concerned with research design, hypothesis testing, experimentation, and rigorous interpretation of findings.

Unlike commercial analysts, research focused roles tend to prioritise depth, validity, and methodological quality over speed of insight or stakeholder influence. Progression within titles reflects increasing ownership of research frameworks, mentoring of other researchers, and contribution to organisational knowledge, rather than line management or revenue responsibility.

Permanent Roles	Lowest	Average	Highest
<b>DATA RESEARCH &amp; INSIGHT RESEARCH</b>			
Data Research Analyst	£30,000	£40,000	£50,000
Senior Data/Insight Researcher	£45,000	£60,000	£75,000
Lead Data/Insight Researcher	£65,000	£80,000	£95,000
Research Manager/Head of Research (Data & Insight)	£75,000	£85,000	£110,000

# MARKETING & DIGITAL ANALYTICS

This section covers data driven marketing and digital roles, focusing specifically on analytical, measurement, and performance optimisation capabilities rather than executional marketing or channel delivery.

Permanent Roles	Lowest	Average	Highest
<b>MARKETING &amp; DIGITAL ANALYTICS</b>			
Marketing Analyst	£30,000	£45,000	£55,000
Senior Marketing Analyst	£45,000	£55,000	£65,000
Digital Analyst	£35,000	£50,000	£65,000
Senior Digital Analyst	£50,000	£55,000	£75,000
Marketing Analytics Manager	£60,000	£65,000	£85,000
Digital Analytics Manager	£60,000	£75,000	£90,000

# ANALYTICS ENGINEERING

Analytics Engineering bridges the gap between data engineering, analytics and business intelligence, focusing on transforming raw data into clean, reliable, analytics ready datasets used by analysts, data scientists, and decision makers.

While data engineers focus on ingestion and infrastructure, and BI developers focus on reporting and visualisation, analytics engineers specialise in data modelling, transformation, testing, and semantic layer design; often using modern analytics stacks such as cloud data warehouses and transformation frameworks (such as dbt).

Permanent Roles	Lowest	Average	Highest
<b>ANALYTICS ENGINEERING</b>			
Analytics Engineer	£40,000	£55,000	£70,000
Senior Analytics Engineer	£55,000	£70,000	£85,000
Lead / Principal Analytics Engineer	£70,000	£85,000	£105,000
Analytics Engineering Manager	£80,000	£95,000	£115,000

# ARTIFICIAL INTELLIGENCE, DATA SCIENCE & APPLIED ML

Applied data science and machine learning roles focused on building, deploying, and integrating predictive models into real world products, platforms, and client solutions.

These roles emphasise practical delivery, production ready modelling, and measurable outcomes rather than academic research. Progression within titles usually reflects increasing complexity of problems tackled, scalability of solutions, and influence over modelling approaches and tooling choices. Individuals at the higher end of each title often operate as technical authorities, bridging the gap between data science, engineering, and commercial teams.

Permanent Roles	Lowest	Average	Highest
<b>ARTIFICIAL INTELLIGENCE, DATA SCIENCE &amp; APPLIED ML</b>			
Data Scientist	£45,000	£55,000	£70,000
Senior Data Scientist	£60,000	£70,000	£90,000
Lead Data Scientist	£70,000	£85,000	£105,000
Machine Learning Engineer (CV/ NLP)	£60,000	£80,000	£100,000
Data Science Manager	£80,000	£90,000	£115,000
Head of Data Science	£100,000	£105,000	£140,000

AI roles in agencies skew more towards engineering and product and tend to be more encompassing than pure modelling. AI Engineering roles focus on the design, development, and deployment of AI driven systems, including large language models, inference pipelines, and AI enabled products. These positions are engineering led rather than research led, and typically prioritise robustness, scalability, integration, and real world use cases.

Permanent Roles	Lowest	Average	Highest
<b>ARTIFICIAL INTELLIGENCE, DATA SCIENCE &amp; APPLIED ML</b>			
AI Engineer (LLMs, APIs, RAG, pipelines, deployment)	£45,000	£60,000	£75,000
Senior AI Engineer	£65,000	£80,000	£95,000
Lead / Principal AI Engineer	£80,000	£95,000	£115,000
Applied AI Engineer (client-facing, solutions-led, less research)	£50,000	£65,000	£85,000
Machine Learning Engineer (AI-focused) (distinct from classic MLOps/ data pipeline, more model delivery, inference and deployment focused)	£75,000	£95,000	£120,000
AI Architect (systems, integration, governance, scalability)	£85,000	£100,000	£120,000
AI Engineering Manager/AI Lead (optional role, depending on structure and layout of the agency)	£95,000	£115,000	£140,000
Head of AI (for agencies positioning AI as a practice/larger/growing function)	£100,000	£125,000	£160,000

# ARTIFICIAL INTELLIGENCE – RESEARCH & EXPERIMENTATION

This section covers research focused AI roles that are distinct from applied AI engineering and commercial delivery functions. AI Research professionals typically focus on experimentation, model innovation, evaluation methodologies, and advancing theoretical or methodological understanding rather than deploying production systems.

These roles usually involve less direct commercial exposure and client delivery, and instead sit closer to R&D, innovation teams, and long term capability development. Senior researchers often operate as internal subject matter experts, shaping future approaches rather than owning immediate business outcomes.

Permanent Roles	Lowest	Average	Highest
<b>ARTIFICIAL INTELLIGENCE – RESEARCH &amp; EXPERIMENTATION</b>			
AI Research Scientist	£55,000	£70,000	£90,000
Senior AI Research Scientist	£75,000	£90,000	£115,000
Lead AI Research Scientist	£85,000	£100,000	£120,000
Head of AI Research	£100,000	£120,000	£140,000

# DATA MANAGEMENT

Data Management roles focus on the integrity, reliability, and regulatory alignment of data assets across organisations. These positions are critical in ensuring that data is trusted, governed appropriately, and fit for purpose as organisations scale their data usage.

Permanent Roles	Lowest	Average	Highest
<b>DATA MANAGEMENT</b>			
Data Governance Manager	£50,000	£70,000	£85,000
Data Quality Manager	£45,000	£60,000	£85,000

# DATA ARCHITECTURE, ENGINEERING & DEVELOPMENT

Roles in this category are delivery driven and engineering led, with a strong emphasis on cloud platforms, data pipelines, scalable architectures, reliability, and performance. Progression within titles is often based on technical depth, system ownership, and architectural complexity rather than people management.

Salary variation within each title typically reflects growing responsibility for platform design, mentoring of other engineers, and ownership of increasingly complex data environments, particularly in cloud native and regulated contexts.

Permanent Roles	Lowest	Average	Highest
<b>DATA ARCHITECTURE, ENGINEERING &amp; DEVELOPMENT</b>			
Cloud Data Engineer	£40,000	£55,000	£70,000
Senior / Lead Cloud Data Engineer	£60,000	£80,000	£100,000
BI Developer	£35,000	£50,000	£65,000
Senior / Lead BI Developer	£50,000	£70,000	£85,000
Cloud Data Architect	£55,000	£75,000	£90,000

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