



# Digital Salary Guide 2023

A human approach to digital recruitment.

@redcat  
**Contents**

**03**

About Us

**04**

Introduction

**06**

Improving Your Prospects

**10**

Diversity & Inclusion

**12**

Product

**13**

Design

**14**

Tech

**15**

Marketing

**16**

Analytics/Data Engineering

**17**

eCommerce

**18**

Content & Editorial

**19**

HR & Talent

**20**

Contact

# @redcat About Us

**E**stablished in 2000 RedCat Digital is a boutique recruitment agency specialising in digital and tech. Our 3 fundamental pillars are to act in a fair, informed and trusted manner.

Working with huge global household names and exciting startups, we have a wide range of clients and an ever expanding portfolio of retained business. With specialist consultants across all of the sectors outlined in the salary guide to follow, you are in safe hands, whether a candidate looking for your next role or client building your team.

From junior level roles, to executive searches for senior hires, our dedicated team have an extensive network to match your requirements and find the perfect candidates for you. We have compiled this salary guide by keeping our finger on the pulse within each of our specialist areas.



# @redcat Introduction

**Jamie Webber**  
Recruitment Director  
**RedCat Digital**

## Uncertainty for some, prosperity for others

**A**s an agency with a strong focus on the digital sector, RedCat understands that the UK's economic future, jobs, wage levels, prosperity, national security, productivity, and ability to compete globally are all reliant on the continued and growing success of digital technology.

According to ONS (Office of National Statistics), the number of vacancies from June to August 2023 was 989,000, a decrease of 64,000 from March 2023 to May 2023. Digital & Tech vacancy numbers fell the most during June as one of 13 of the 18 industry sectors that have reduced total vacancy volume. However, what we've seen in Q2 & 3 is that there is far more balance in the market. There are still cuts being made, but, companies are still hiring – even if it

is in lesser volumes than before. Our client base is predicting Q4 growth with a look to increase hiring levels for 2024, but volumes are still unknown.

## Is the cost of living affecting the price of employees?

Amidst a cost-of-living crisis, and with rising inflation causing wage rates to be challenged, job seekers and organisations have experienced a continuation of uncertainty over the outlook for the year ahead.

However, we look ahead with cautious optimism – we have seen historically that when recessions hit or there is global disruption, there is typically a 6-9 month



# Introduction

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period of fear & reflection, where companies ensure new hires are vital, before investing in new talent. Historically, fear is then balanced with the realisation that in a market where disruption is a constant, if you stand still your competitors may not – therefore companies must invest to move forward.

With a reduction in the talent pool post-Brexit, and with many workers reassessing their priorities post-pandemic and leaving the workplace, skill shortages remain a key concern across the digital sector.

## Perks over pennies

With this in mind, it is vital that companies properly consider how to attract and retain their workers. Candidates are more likely to try to seek better paid jobs to improve their circumstances in an economy where real wages are being squeezed, so while pay is a key factor, job flexibility including hybrid working, career development, and

job satisfaction is worth up to 5% of salary to many workers.

Candidates are also seeking workplaces that promote and encourage inclusion and equality – and research has identified that organisations with a more inclusive workforce are more creative and productive. Given this, companies that can recruit with a greater understanding of diversity and inclusion will be best placed to attract the talent needed to build more equitable organisations.

It's safe to say we are now placed in a different hiring and retention landscape, and it's clear that employers who listen and engage with potential employees will be in a stronger position to attract and keep them.

We hope our guide will give you a clearer overview of the current picture, but please do get in touch if we can provide a more detailed insight on any aspect.



The toll on mental health while job seeking, what can you do to improve your prospects?

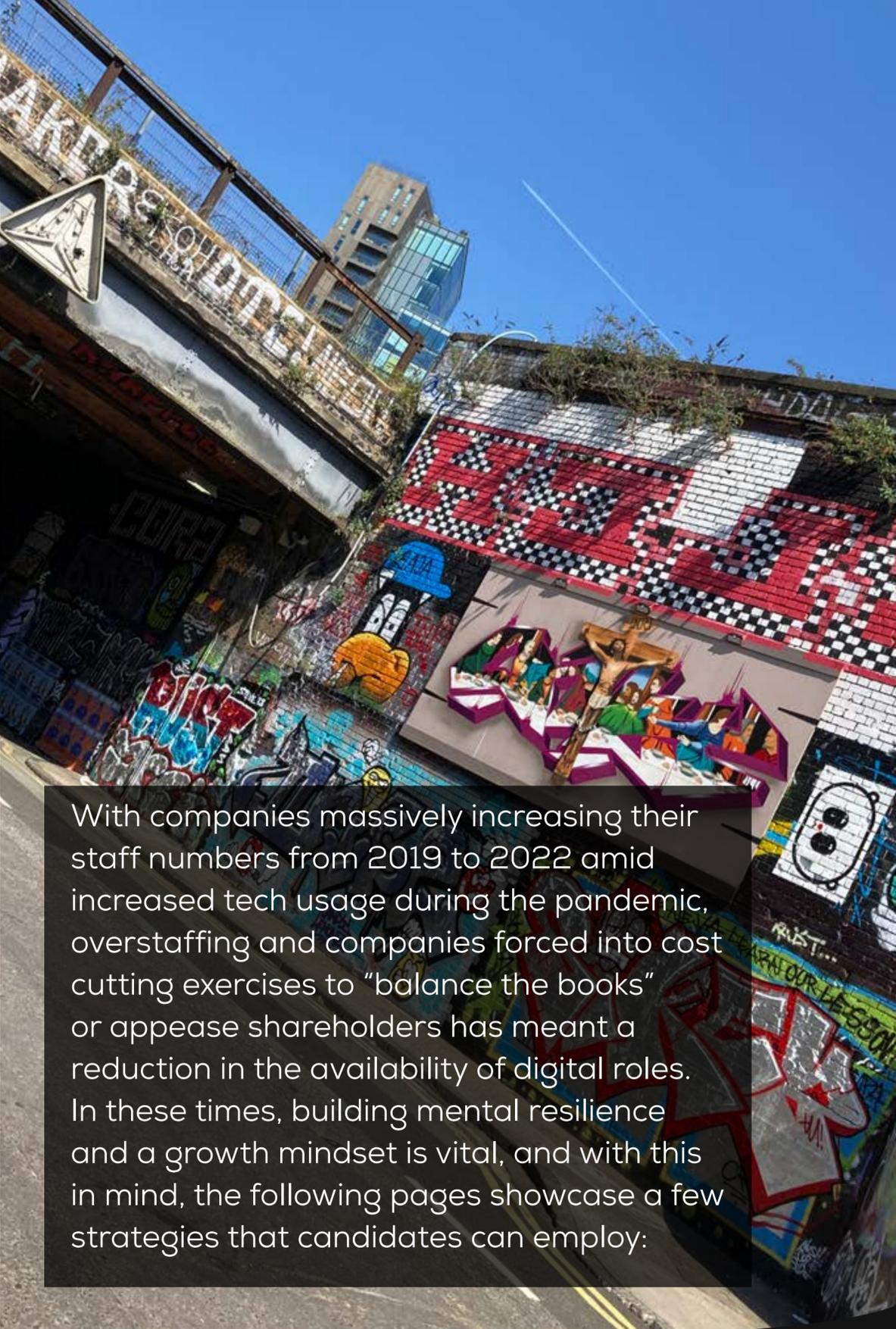
For those currently seeking new opportunities, the job market has proved mentally very tough over the last 12 months, with many people facing turmoil having been made redundant, applying for hundreds of roles, but getting little or no responses in return. We are speaking to many talented people daily who are struggling to find new roles and facing real financial hardship. Hours of trawling through job ads or checking LinkedIn can take its toll mentally, with even the most confident candidates questioning their capability.

The job market outlook remains the same for the remainder of 2023 although it feels tougher as companies are scaling back budgets. But, there are roles out there.

Employment rates are increasing slowly, with the forecast to improve over the next 6 months going into 2024. These companies are hiring in large numbers to support their abnormal growth during a strange time. Industries that are booming right now:

- Finance/FinTech
- Electricity/Gas – Renewable on the rise
- AI
- E-Commerce

Salary bandings won't have changed much over the past 12 months, this is due to redundancies pushing people to take a lower salary and those that are doing particularly well are then progressing to a higher salary.



With companies massively increasing their staff numbers from 2019 to 2022 amid increased tech usage during the pandemic, overstaffing and companies forced into cost cutting exercises to “balance the books” or appease shareholders has meant a reduction in the availability of digital roles. In these times, building mental resilience and a growth mindset is vital, and with this in mind, the following pages showcase a few strategies that candidates can employ:

## Redcat Insights

# What can you do to improve your prospects?

### STRENGTHENING YOUR MINDSET

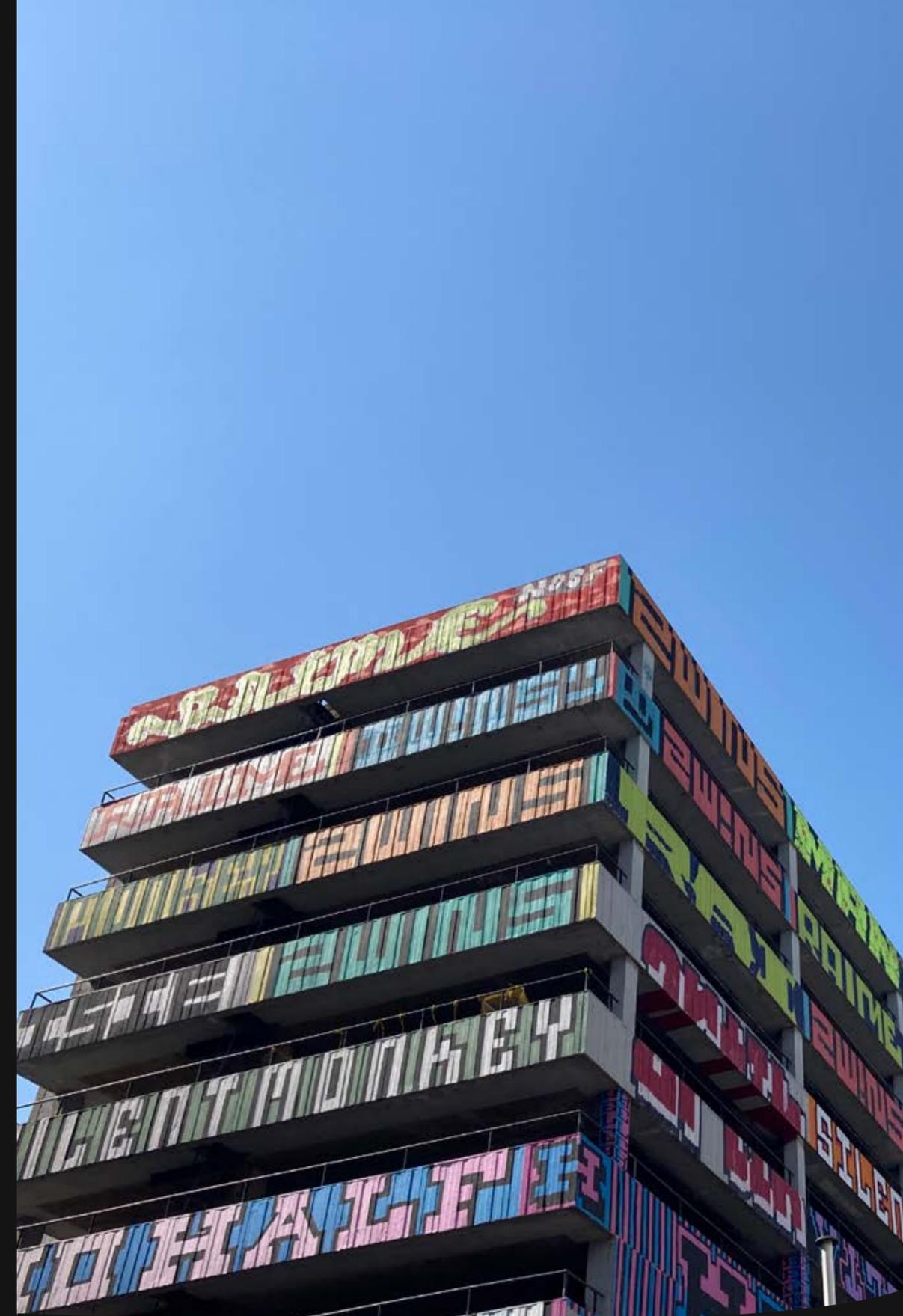
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- Great digital people are hard to find. In Redcat's 23 years of recruiting in this sector, finding top talent has always been hard. The market will return to a skills short market very quickly. Therefore, the market needs you. It always has, and always will.
- Firstly, be open, and talk to friends, colleagues and recruiters – people will reassure you of your strengths and what you have to offer.
- Look at the facts, lots of great people have been made redundant – It's not your fault or a reflection of your worth.

### OPTIMISE YOUR CV

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- Get your CV in top shape, consider your CV's age, remove outdated information, and refresh your skills and experience if necessary. Speak to specialist recruiters in your field and ask for advice.
- Avoid the most common mistake and make sure that your key achievements are detailed for each role not just core responsibilities.
- It can be tricky to boil down exactly what you do on daily into a few sentences, so think about your position from a high level. Don't get bogged down in the day-to-day tasks. If you want to impress the recruiter, be sure to position yourself in the best light possible and support your achievements with stats and figures, thereby proving your value.



## Redcat Insights

# What can you do to improve your prospects?

### LEVERAGE LINKEDIN AS A CAREER TOOL

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- Optimise your profile, think of it like a CV, and make sure all your relevant work experience, relevant skills and achievements are listed.
- Turn your summary into your story – Your summary is your chance to tell your own story – so don't just use it to list your skills or the job titles you've had. Try to bring to life why those skills matter – and the difference they can make to the people you work with.
- Don't be afraid to reach out with a polite message asking for endorsements and recommendations, connect with people you've worked with and ask managers to submit written recommendations for you.
- Engage with groups and discussions on LinkedIn, Like/Share relevant content/ Comment – The impact of employees who share content is huge – people read your comment, view your profile and realise you're perfect for a role they're recruiting for.
- Make your headline more than just a job title – use the headline field to say a bit more about how you see your role, why you do what you do, and what makes you tick.
- Following relevant influencers on LinkedIn helps to put a range of interesting content in your feed, which you can then share with others when you think it adds value. It also helps to give context to your LinkedIn profile, demonstrating your passion for what you do.



# What can you do to improve your prospects?

### PROACTIVELY NETWORK

Proactive networking is hugely beneficial. Optimise and use your network, it's bigger than you think. By leveraging your network, you often get to hear about opportunities before they are even advertised on the open market.

In essence, although the market remains tough, there are positive signs on the horizon. As we begin the new financial year, companies are taking stock, re-focusing, and investing once again in core growth areas of the business, placing digital transformation and innovation at the heart of that growth.

On this basis, we're cautiously optimistic that things will improve.

- Most importantly, people are nice, they empathise with individuals currently affected by the job cuts in the market - THEY WANT TO HELP.
- Your network is not just people you have deep relationships with, you may have met someone at an event, worked with them briefly even as a peer, co-operated with a partner on a project, been part of a discussion with someone on LinkedIn. Reach out, connect with them, let them know you are looking for a new role and see whether they can make introductions in their current companies.
- Build a list of companies you're interested in (regardless of whether they are advertising roles)
- Target a set number of people/ companies per day (10 companies, 20 people - track on a spreadsheet), and find the person you think you would report into (CPO?) and a member of the company's talent team that looks like they manage hires in that area.
- If you're not certain (job titles can be a nightmare!), just connect with the one you think is most relevant - if they are not, they will advise who you should speak to or make an introduction for you.
- 20 doesn't like a huge amount, but that's 4800 new, relevant connections in a year - and most importantly, for mental health reasons you've achieved your target. At the end of the day try and switch off, you've done everything you can for that day.
- Send a connection request to each (you don't have to know them; LinkedIn is a networking site to make new connections)
- Once connected send a short message outlining that you are looking for a new role, and that you wanted to connect in case they have anything suitable.
- Even if you don't actively secure your next role by these proactive reach outs, you're building your personal brand, you're on people's radar and will be much more likely to attract opportunities or future roles from your proactive work at some point.

# Diversity & Inclusion

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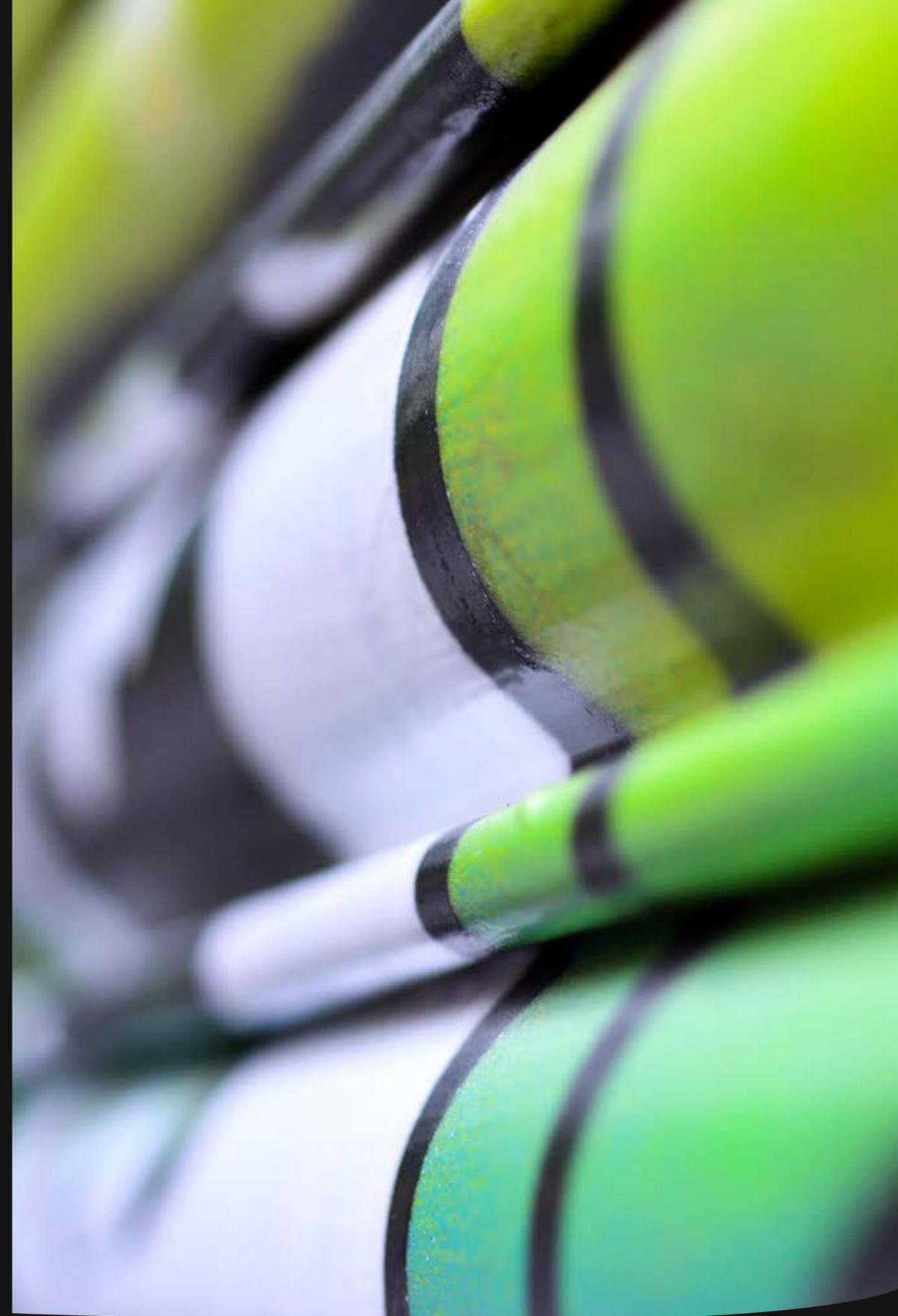
**D**iversity and inclusion is now intrinsic to the UK digital job market, with companies across the board emphasising the importance of promoting diversity in their hiring practices and creating more inclusive workplaces to attract and retain talent from diverse backgrounds.

With it now a proven fact that diverse and inclusive workplaces earn deeper trust and more commitment from their employees, employers need to be aware that you will only attract top talent if diversity is paramount to your business.

Increased diversity is proven to lead to more innovative, productive and profitable

workspaces, not least through individuals bringing a variety of perspectives and experiences to the table. Therefore, businesses must cultivate and nurture inclusivity in the workplace, so that all employees feel valued and respected regardless of their background. How can this be achieved?

One of the key ways that employers should promote diversity and inclusion is through the recruitment process. This could include targeted outreach to under-represented groups, the use of blind hiring practices to eliminate bias, and the implementation of diversity goals and metrics to track progress.



## Redcat Insights

# Diversity & Inclusion

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Another important area will be training and education for employees, including leadership, on the importance of diversity and inclusion. This could include workshops, training sessions, and diversity and inclusion committees.

One potential positive impact of the pandemic is that remote and hybrid work practices have enabled companies to recruit talent from a wider range of locations, which has led to greater diversity in their workforce. With remote work becoming more commonplace, companies may be able to hire employees who live in areas with historically underrepresented

communities, or who face barriers to traditional in-person work environments.

It will be important for companies to continue prioritising diversity and inclusion as we move forward in the post-pandemic world. We envisage that the job market in 2023 will place an even stronger emphasis on diversity and inclusion, as companies recognise the importance of building a workforce that reflects the diversity of the world around us, while simultaneously benefitting from higher levels of employee satisfaction, lower turnover rates, and a more positive work environment overall.



# @redcat Product

## PERMANENT (ANNUAL)

	PRODUCT MANAGEMENT		PRODUCT MARKETING	
	LOW	HIGH	LOW	HIGH
<b>Mid</b>	50k	75k	50k	65k
<b>Senior</b>	75k	100k	70k	85k
<b>Head/Lead</b>	100k	120k	90k	110k
<b>Director</b>	120k	160k+	100k	140k+

## CONTRACT DAY RATE (£)

	PRODUCT MANAGEMENT		PRODUCT MARKETING	
	LOW	HIGH	LOW	HIGH
<b>Mid</b>	400	500	350	450
<b>Senior</b>	500	600	450	550
<b>Head/Lead</b>	700	1000	600	700
<b>Director</b>	1000+		800+	

For C level, contact us for a detailed insight. Salaries will be varied depending on a number of factors.





### PERMANENT (ANNUAL)

	PRODUCT DESIGN		UX RESEARCH		UX DESIGN		UI DESIGN		DIGITAL DESIGN	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
<b>Mid</b>	45k	70k	45k	70k	45k	70k	35k	50k	30k	45k
<b>Senior</b>	70k	90k	70k	90k	70k	90k	50k	70k	45k	60k
<b>Lead</b>	90k	110k	90k	110k	90k	110k	70k	85k	60k	80k
<b>Head of</b>	100k	120k	100k	120k	100k	120k	85k	100k	80k	90k
<b>Director</b>	120k+ 160k		120k+ 160k		120k+ 160k		N/A		100k 140k	

### CONTRACT DAY RATE (£)

	PRODUCT DESIGN		UX RESEARCH		UX DESIGN		UI DESIGN		DIGITAL DESIGN	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
<b>Mid</b>	350	450	300	400	350	400	280	400	250	300
<b>Senior</b>	450	650	400	500	450	650	450	600	350	450
<b>Lead</b>	600	800	550	700	650	800	550	700	400	500

For C level, contact us for a detailed insight. Salaries will be varied depending on a number of factors.



### PERMANENT (ANNUAL)

	FRONT END		BACK END		FULL STACK		PLATFORM /DevOps/SRE	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
<b>Mid</b>	55k	75k	55k	75k	55k	75k	60k	95k
<b>Senior</b>	75k	95k	75k	100k	75k	95k	90k	120k
<b>Tech Lead</b>	90k	115k	90k	120k	90k	115k	100k	130k
<b>Engineering Manager</b>	100k	130k	100k	130k	100k	130k	100k	130k
<b>Director</b>	140k	175k+	140k	175k+	140k	175k+	140k	175k+

### CONTRACT DAY RATE

	FRONT END		BACK END		FULL STACK	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
<b>Mid</b>	350	400	400	500	400	500
<b>Senior</b>	500	600	550	650	550	650
<b>Head/Lead</b>	600	700	650	750	650	750
<b>Managing/Director</b>	700+		750+		750+	

For C level, contact us for a detailed insight. Salaries will be varied depending on a number of factors.



# Marketing

## CONTRACT DAY RATE (£)

	BRAND		PERFORMANCE		CRM		SEO		PROPOSITIONS	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
<b>Mid</b>	200	300	250	350	250	350	200	300	250	350
<b>Senior</b>	300	450	350	500	350	500	300	450	350	500
<b>Head Of</b>	400	500	450	550	450	550	400	500	450	550
<b>Director</b>	450+		500+		500+		400+		350+	

## PERMANENT (ANNUAL)

	BRAND		PERFORMANCE		CRM		SEO		PROPOSITIONS	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
<b>Mid</b>	35k	50k	35k	65k	35k	65k	35k	50k	35k	50k
<b>Senior</b>	50k	75k	65k	85k	65k	85k	50k	70k	50k	70k
<b>Head Of</b>	75k	95k	85k	100k	85k	100k	70k	90k	70k	90k
<b>Director</b>	95k	130k+	100k	150k+	100k	120k+	N/A		100k	160k+

For C level, contact us for a detailed insight. Salaries will be varied depending on a number of factors.



# Analytics/Data Engineering

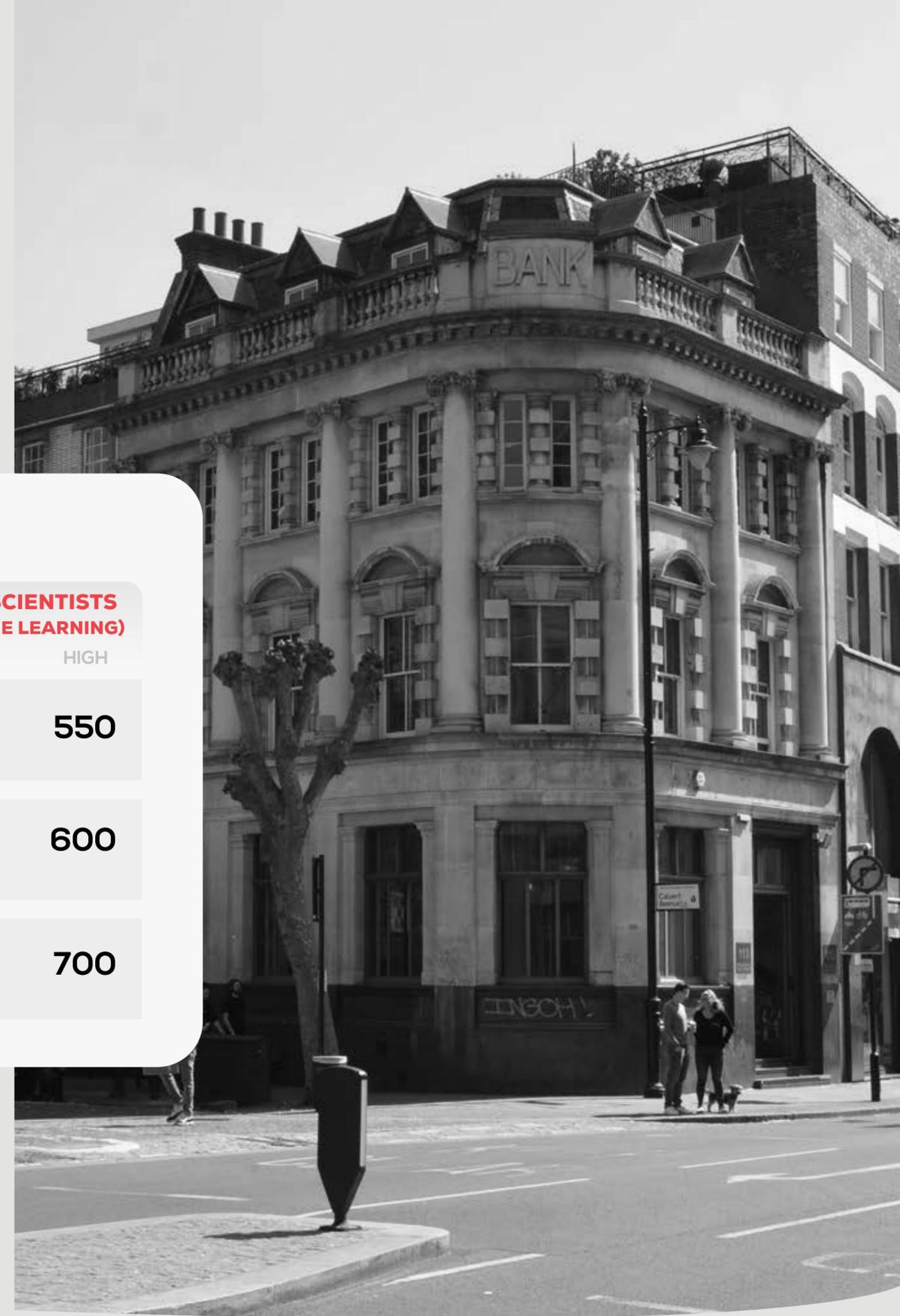
## PERMANENT (ANNUAL)

	DATA ENGINEERS		DATA SCIENTISTS (MACHINE LEARNING)	
	LOW	HIGH	LOW	HIGH
Mid	50k	70k	45k	65k
Senior	70k	95k	65k	85k
Lead/ Principle	95k	120k	85k	110k
Director	120k	160k	110k	130k

## CONTRACT DAY RATE

	DATA ENGINEERS		DATA SCIENTISTS (MACHINE LEARNING)	
	LOW	HIGH	LOW	HIGH
Mid	400	550	400	550
Senior	550	650	500	600
Lead/ Principle	650	750	600	700

For C level, contact us for a detailed insight. Salaries will be varied depending on a number of factors.



# redcat eCommerce

## PERMANENT (ANNUAL)

	ECOMMERCE		MERCHANDISING/ TRADING		WEB ANALYTICS CRO	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
<b>Mid</b>	40k	60k	35k	55k	40k	60k
<b>Senior</b>	60k	80k	55k	70k	60k	75k
<b>Head Of</b>	80k	100k	75k	90k	75k	95k
<b>Director</b>	100k	160k+	100k	140k+	100k	150k+

For C level, contact us for a detailed insight. Salaries will be varied depending on a number of factors.



# Content & Editorial

## PERMANENT (ANNUAL)

	EDITORIAL		SOCIAL MEDIA		CONTENT MARKETING	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
<b>Mid</b>	30k	40k	35k	45k	35k	45k
<b>Senior</b>	45k	60k	50k	65k	50k	80k
<b>Head Of</b>	70k	100k+	70k	100k+	90k	125k
<b>Director</b>	100k	150k+	100k	150k+	120k	150k+

## CONTRACT DAY RATE (£)

	EDITORIAL		SOCIAL MEDIA		CONTENT MARKETING	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
<b>Mid</b>	180	250	200	300	250	350
<b>Senior</b>	300	400	350	450	350	450
<b>Head Of</b>	450	650	500	750	500	750

For C level, contact us for a detailed insight. Salaries will be varied depending on a number of factors.



# HR & Talent

## HR PERMANENT (ANNUAL)

	LOW	HIGH
HR Administrator	28k	30k
HR Coordinator	30k	35k
HR Advisor	37k	45k
Senior HR Advisor	45k	50k
HR Manager	50k	70k
HR Business Partner	55k	75k
Senior HR Business Partner	75k	90k
HR Director / Head of HR	80k	140k

## TALENT ACQUISITION PERMANENT (ANNUAL)

	LOW	HIGH
Talent Acquisition Assistant	30k	35k
Talent Acquisition Coordinator	35k	40k
Talent Acquisition Advisor	40k	50k
Talent Acquisition Manager	50k	75k
Talent Acquisition Partner	65k	80k
Talent Acquisition Lead	85k	120k

For C level, contact us for a detailed insight. Salaries will be varied depending on a number of factors.

## LEARNING & DEVELOPMENT PERMANENT (ANNUAL)

	LOW	HIGH
Junior	30k	40k
Mid/Senior	40k	50k
Manager	55k	70k
Head of/Director	80k	120k

## DIVERSITY & INCLUSION PERMANENT (ANNUAL)

	LOW	HIGH
Junior	35k	45k
Mid/Senior	60k	80k
Manager	75k	100k
Head of/Director	100k	130k

# Let's Work Together!

## Find Out More

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