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.

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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	£25,000	£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)	£24,000	£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	£18,000	£23,000	£28,000
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+

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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

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DAY RATE GUIDES

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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