

Salary Guide
Outside of London

ECOMMERCE AGENCY DEVELOPER

ADLIB



WHAT IS THE AVERAGE ECOMMERCE AGENCY DEVELOPER SALARY?

This is a succinct guide outlining the average permanent salaries for Developers and tech-focused employees working within UK based eCommerce agencies.

Covid, Brexit and other economic factors accelerated the sector's growth rapidly with consumer's buying habits permanently altered prioritising online shopping over in-store, therefore the need to provide a strong transactional online presence has never been so important.

In any tech sector, salaries never stay still for long. As tech naturally evolves, candidates with the latest proficiencies are not always available, in addition to a vastly growing sector the skills gap continues to grow, meaning candidates with the right skills, experience, culture fit, and salary expectations are at a premium.

How do we benchmark eCommerce salaries?

For years we have been at the forefront of recruitment for eCommerce agencies all over the UK, collating data along the way which takes into account candidate expectations, client budgets, market trends and external market factors.

We support eCommerce agencies of all sizes from start-ups to global organisations, each with differing role responsibilities, skill demands, working patterns and geographical locations which all play a part in our research.

What to consider when assigning a salary to a role

Our data is collated with candidates and clients located outside of London, as salaries within London can typically be 10-20% higher, however with 90% of eCommerce agencies now offering 100% remote working as a permanent fixture, it can be argued these bandings or geographical barriers have been blurred.

Another factor is the complexity and popularity of the technical experience required, for example CMS such as Magento/Adobe Commerce and Shopify remain much more popular and common in both candidates and agencies than say Salesforce, SAP Hybris, or bespoke solutions. Naturally as the market grows, candidates with such pre-existing technical know-how becomes less, so the willingness to offer training or pay a premium is a necessity. That said, it's worth noting that the 'number of years' of experience is not a measure of competency, and we never feature this common suggestion in our job advertisements.

SHOPIFY/BIGCOMMERCE DEVELOPERS SALARY BENCHMARKS

Permanent Roles	Junior/ Graduate	Mid	Senior	Lead/Team Lead
Frontend Developer HTML/CSS (LESS, Tailwind, SASS)/Liquid/JS (React, Vue, etc)	>£30k	£30k - £45k	£45k - £60k	£60k+
Backend Developer PHP/MySQL/JS/Cloud Tech	>£30k	£30k - £45k	£45k - £60k	£65k+
Full Stack Developer HTML/CSS (LESS, Tailwind, SASS)/Liquid/JS/ MySQL	>£35k	£35k - £45k	£45k - £60k	£60k+
Shopify Plus	N/A	£35k - £50k	£50k - £65k	£65k+

MAGENTO DEVELOPER SALARY BENCHMARKS

Permanent Roles	Junior/ Graduate	Mid	Senior	Lead/Team Lead
Frontend Developer HTML/CSS/PHP/Hyva/JS (knockout, etc)	>£35k	£35k - £45k	£45k - £60k	£60k+
Backend Developer PHP (Laravel, Symfony, etc)/MySQL/JS/TS/Git/ Cloud Tech	>£35k	£35k - £50k	£50k - £70k	£70k+
Full Stack Developer HTML/CSS (LESS, Tailwind, SASS)/PHP (Laravel, Symfony)/JS/MySQL/ Cloud Tech	>£35k	£35k - £50k	£45k - £60k	£60k+
Cloud Developer Adobe Commerce Cloud/ IaC/CI/CD/Containers	N/A	£45k - £55k	£50k - £70k	£70k+

WORDPRESS DEVELOPER SALARY BENCHMARKS

Permanent Roles	Junior/ Graduate	Mid	Senior	Lead/Team Lead
Frontend Developer HTML/CSS (LESS, Tailwind, SASS)	>£30k	£30k - £45k	£45k - £55k	£55k+
Backend Developer PHP/MySQL/JS	>£30k	£35k - £45k	£50k - £65k	£65k+
Full Stack Developer HTML/CSS (LESS, Tailwind, SASS)/JS (Knockout, React)/MySQL	>£30k	£30k - £45k	£45k - £55k	£55k+

WEB DEVELOPER SALARY BENCHMARKS

Permanent Roles	Junior/ Graduate	Mid	Senior	Lead/Team Lead
Frontend Developer HTML/CSS/PHP/Hyva/JS (knockout, React, Vue, etc)	>£35k	£35k - £50k	£45k - £60k	£60k+
Backend Developer PHP (Laravel, Symfony, etc)/MySQL/JS/TS/Git/ Cloud Tech	>£35k	£35k - £50k	£50k - £60k	£60k+
Full Stack Developer HTML/CSS (LESS, Tailwind, SASS)/PHP (Laravel, Symfony)/JS/MySQL/Cloud Tech	>£35k	£35k - £50k	£45k - £60k	£65k+

SENIOR LEADERSHIP TEAM SALARY BENCHMARKS

Permanent Roles

Salary range

Head of Frontend
12+ years experience
CMS Agnostic

£70k - £95k

Head of Backend
12+ years experience
CMS Agnostic

£70k - £95k

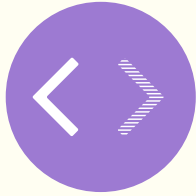
Head of Engineering/ Development
12+ years experience
CMS Agnostic

£75k - £95k

CTO
18+ years experience
CMS Agnostic

£95k+

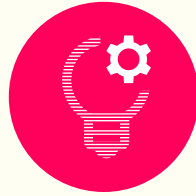
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Technology



Data



Product



Engineering



Science



Sustainability



eCommerce



Marketing



Design

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