

Salary Guide
Outside of London

ECOMMERCE AGENCY AM & PM PERM SALARY GUIDE

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WHAT IS THE AVERAGE ECOMMERCE AGENCY PROJECT & ACCOUNT MANAGEMENT SALARY?

This is a succinct guide outlining the average permanent salaries for Project & Account Managers working within UK based eCommerce agencies.

eCommerce has been on the up for years, however 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.

After a mixed start to 2023, Q3 and Q4 saw an uplift in eCommerce agencies growing their teams which we're proud to have played a key role in. 2024 has started in the same vein with multiple new projects being signed off from both start-up and well-established agencies which in turn has created new job openings.

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.

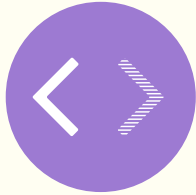
ECOMMERCE AGENCY PROJECT MANAGEMENT SALARY BENCHMARKS

Permanent Roles	Salary range
Graduate PM	£23k - £28k
Junior PM	£25k - £35k
Midweight PM	£35k - £45k
Senior PM	£45k - £60k
Delivery Manager	£50k - £60k
Delivery Lead / Project Lead	£60k - £70k
Project / Delivery Director	£65k - £85k
Head of Project Management	£80k +

ECOMMERCE AGENCY ACCOUNT MANAGEMENT SALARY BENCHMARKS

Permanent Roles	Salary range
Account Executive/Senior Account Executive/Junior AM	£23k - £35k
Midweight AM	£35k - £42k
Senior AM / Lead AM	£42k - £50k
Account Director	£50k - £60k
Group Account Director / Client Services Director	£60k - £80k
Business Director	£80k +

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