

Salary Guide
North England

ECOMMERCE

ADLIB



WHAT IS THE AVERAGE ECOMMERCE SALARY IN THE NORTH OF ENGLAND?

We've outlined the average salaries and day rates typically received for eCommerce roles in the North of England.

How do we benchmark eCommerce salaries?

The following rates are predominantly based on our work with businesses across the North region.

Although we do our best to remain close to market trends, there are always a number of factors to consider when assigning a salary to a role, such as the skill demand, level of responsibility, and other benefits.

What to consider when assigning a salary to a role

With the recent surge in “working from home” being the norm, local averages need to be considered in the context of uk-wide averages to remain competitive.

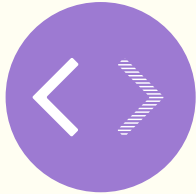
It's also worth noting that the “number of years” of experience is not an ideal measure of technical proficiency.

Furthermore, pay scales may fluctuate between start-ups, scale-ups, agencies, software houses, larger organisations and corporates.

E-COMMERCE SALARY BENCHMARKS

Permanent Roles	Junior	Midweight	Senior
eCommerce Executive	£20k-£22k	£22k-£24k	£24k-£28k
eCommerce Manager	£28k-£32k	£32k-£35k	£35k-£45k
eCommerce Trader/Merchandiser	£25k-£27k	£30k-£35k	£35k-£37k
Online Trading /Merchandising Manager	£27k-£30k	£30k-£40k	£40k-£45k
eCommerce Analyst	£26k-£36k	£36k-£43k	£43k-£45k
Digital Marketing	£25k-£30k	£30k-£40k	£40k-£45k
PPC/SEO	£20k-£23k	£25k-£28k	£28k-£30k
Social Media	£18k-£20k	£20k-£24k	£24k-£30k
Digital Content	£20k-£25k	£25k-£27k	£27k-£33k

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