

Salary Guide
South West

ECOMMERCE

ADLIB



WHAT IS THE AVERAGE ECOMMERCE SALARY IN THE SOUTH WEST REGION?

We've outlined the average salaries and day rates typically received for eCommerce roles in the South West region.

How do we benchmark eCommerce salaries?

The following is based on information collated through working in this industry day in, day out, client briefs taken and placements made by ADLIB..

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.

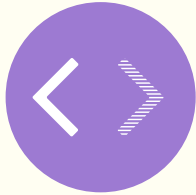
It's also worth noting that the “number of years” of experience is not an ideal measure of technical proficiency.

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	Lead
eCommerce Executive	£21k-£25k	-	£25k-£35k	-
eCommerce Manager	£30k-£35k	£35k-£45k	£45k-£55k	£55k+
eCommerce Trader/Merchandiser	£21k-£25k	£25k-£30k	£30k-£35k	£35k+
Online Trading /Merchandising Manager	£30k-£35k	£35k-£45k	£45k-£50k	£50k+
eCommerce Analyst	£25k-£30k	£30k-£40k	£40k-£50k	-
Digital Marketing	£20k-£25k	£25k-£35k	£35k-£45k	£45k+
PPC/SEO	£20k-£25k	£25k-£35k	£35k-£45k	£45k+
Social Media	£18k-£25k	£25k-£32k	£32-£40k	£40k+
Digital Content	£20k-£25k	£26k-£35k	£35k-£45k	£45k+

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