

Salary Guide  
Outside of London

# ECOMMERCE AGENCY DEVELOPER

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# 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.

With the ripple effects of Covid, Brexit and other economic factors, coupled with elections and general economic uncertainty, the average consumers spending habits have changed massively from where they were pre-Covid, and again compared to even just last year. However, the public, now more than ever, are choosing to spend their time, money, and downtime online. Therefore, the demand to provide a strong transactional online presence is just as vital as ever.

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. This means 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/<br>Graduate | Mid         | Senior      | Lead/Team<br>Lead |
|---|---------------------|-------------|-------------|-------------------|
| Frontend Developer<br>HTML/CSS (LESS, Tailwind,<br>SASS)/Liquid/JS (React,<br>Vue, etc) | >£30k               | £30k - £43k | £45k - £55k | £60k+             |
| Backend Developer<br>PHP/MySQL/JS/Cloud<br>Tech   | >£30k               | £30k - £45k | £45k - £60k | £65k+             |
| Full Stack Developer<br>HTML/CSS (LESS, Tailwind,<br>SASS)/Liquid/JS/ MySQL             | >£30k               | £30k - £45k | £45k - £55k | £60k+             |

# MAGENTO DEVELOPER SALARY BENCHMARKS

| Permanent Roles  | Junior/<br>Graduate | Mid         | Senior      | Lead/Team<br>Lead |
|--|---------------------|-------------|-------------|-------------------|
| Frontend Developer<br>HTML/CSS/PHP/Hyva/JS<br>(knockout, etc)  | >£30k               | £35k - £45k | £45k - £60k | £60k+             |
| Backend Developer<br>PHP (Laravel, Symfony,<br>etc)/MySQL/JS/TS/Git/<br>Cloud Tech                           | >£30k               | £35k - £50k | £50k - £65k | £70k+             |
| Full Stack Developer<br>HTML/CSS (LESS, Tailwind,<br>SASS)/PHP (Laravel,<br>Symfony)/JS/MySQL/<br>Cloud Tech | >£30k               | £35k - £50k | £50k - £60k | £60k+             |
| Cloud Developer<br>Adobe Commerce Cloud/<br>IaC/CI/CD/Containers   | N/A                 | £45k - £60k | £60k - £70k | £70k+             |

# WORDPRESS DEVELOPER SALARY BENCHMARKS

| Permanent Roles  | Junior/<br>Graduate | Mid         | Senior      | Lead/Team<br>Lead |
|--|---------------------|-------------|-------------|-------------------|
| Frontend Developer<br>HTML/CSS (LESS, Tailwind,<br>SASS)                                 | >£30k               | £30k - £40k | £45k - £55k | £55k+             |
| Backend Developer<br>PHP/MySQL/JS  | >£30k               | £35k - £45k | £45k - £60k | £60k+             |
| Full Stack Developer<br>HTML/CSS (LESS, Tailwind,<br>SASS)/JS (Knockout,<br>React)/MySQL | >£30k               | £30k - £45k | £45k - £55k | £55k+             |

# UMBRACO/KENTICO SALARY BENCHMARKS

| Permanent Roles   | Junior/<br>Graduate | Mid         | Senior      | Lead/Team<br>Lead |
|---|---------------------|-------------|-------------|-------------------|
| Frontend Developer<br>HTML, CSS, .Net, ASP.Net,<br>JavaScript, React, Angular,<br>Entity Framework, etc                       | >£30k               | £35k - £45k | £45k - £55k | £60k+             |
| Backend Developer<br>C#, .Net, .Netcore, ASP.net,<br>Third-Party APIs, MVC, PHP,<br>Azure, etc                                | >£30k               | £35k - £45k | £45k - £60k | £60k+             |
| Full Stack Developer<br>HTML, C#, .Net, .Netcore,<br>JavaScript, React, Angular,<br>Azure, SQL Databases,<br>Third-Party APIs | >£30k               | £35k - £45k | £45k - £60k | £65k+             |

# SENIOR LEADERSHIP TEAM SALARY BENCHMARKS

## Permanent Roles

## Salary range

Head of Frontend  
12+ years experience  
CMS Agnostic

£65k - £95k

Head of Backend  
12+ years experience  
CMS Agnostic

£70k - £95k

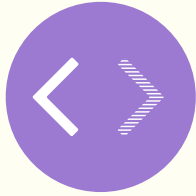
Head of Engineering/ Development  
12+ years experience  
CMS Agnostic

£75k - £95k

CTO  
18+ years experience  
CMS Agnostic

£85k+

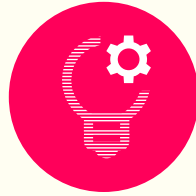
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