

# 2025 SALARY GUIDE

# Tech, Digital & Data Roles – UK Market Insights

This extended report combines Prospectus placement data with external benchmarks (ONS, LinkedIn Talent Insights, Hays, Robert Half, Gartner) to provide a comprehensive view of hiring trends and salary benchmarks across the UK market.

## 1. Market Overview

- 61% of talent acquisition leaders believe AI helps improve how they measure quality of hire (LinkedIn, 2025).
- Teams using gen-AI in recruiting report ~20% time saved; 37% of organisations are integrating or experimenting with gen-AI in hiring (LinkedIn, 2025).

## 2. Permanent Salary Benchmarks (UK-wide)

### Software & Data

- Software Engineer (Mid-Level): £45,000 – £65,000
- Senior Software Engineer: £65,000 – £90,000
- Tech Lead / Engineering Manager: £80,000 – £110,000
- Data Analyst: £40,000 – £55,000
- Data Scientist: £55,000 – £80,000
- Machine Learning Engineer: £65,000 – £95,000

### Product & UX

- Product Manager: £60,000 – £85,000
- Senior Product Manager: £85,000 – £110,000
- UX/UI Designer: £45,000 – £65,000
- Head of Product: £110,000 – £150,000

## Cloud, DevOps & Security

- DevOps Engineer: £55,000 – £80,000
- Cloud Architect: £85,000 – £120,000
- Infrastructure Engineer: £40,000 – £60,000
- Cybersecurity Specialist: £60,000 – £95,000

## Commercial & Growth

- Business Development Manager: £45,000 – £65,000 + OTE
- Sales Director: £90,000 – £130,000 + OTE
- Digital Marketing Manager: £50,000 – £70,000
- Head of Growth: £80,000 – £120,000

Sources: Prospectus placement data, Hays UK Salary Guide 2025, LinkedIn Talent Insights.

### 3. Contractor Day Rates (UK-wide)

- Software Engineer: £400 – £600 per day
- Data Scientist: £500 – £700 per day
- DevOps Engineer: £450 – £650 per day
- Cloud Architect: £600 – £850 per day
- Cybersecurity Specialist: £500 – £750 per day

Trend: Day rates rose 6% YoY in 2024-25, particularly for security and data engineering roles.

Sources: Prospectus contract placements, ContractorUK 2025 survey.

### 4. Regional Salary Differences

- London & South East: +15-20% above UK average
- Manchester / Birmingham / Bristol: Typically 10% below London, but rising quickly due to tech hub growth
- Scotland: Competitive for niche roles; Edinburgh demand rising in fintech & data science

## 5. Diversity, Equity & Inclusion (DE&I) Insights

- Gender pay gap in tech remains at 13% (ONS, 2024).
- Only 21% of UK tech roles are held by women (TBCS, 2024).

Prospectus' AI Talent Partner (TED) includes demographic insights to help clients track DE&I progress at pipeline level.

## 6. Hiring Velocity & Cost of Vacancy

- Average time-to-fill (UK): 40 days (SmartRecruiters)
- Cost of Vacancy: Calculate using  $\text{revenue-per-head} \div 260 \times \text{vacancy days}$ .

## 7. Trends & Predictions for 2026

- AI Adoption: 73% of talent leaders say AI is transforming hiring (LinkedIn, 2025)
- Skills Demand: Highest growth expected in AI/ML, cybersecurity, and cloud/data.
- Efficiency impact: Early adopters of AI tools in talent acquisition report ~20% time savings.

## 8. Key Takeaways for Employers

- Clients prioritise hires who deliver measurable outcomes over pure headcount.
- Candidates value flexibility, growth, and meaningful work – often more than salary alone.
- AI is now table stakes: essential for speed, quality and cost – but should augment, not replace, human judgment.



# Sources & Methodology

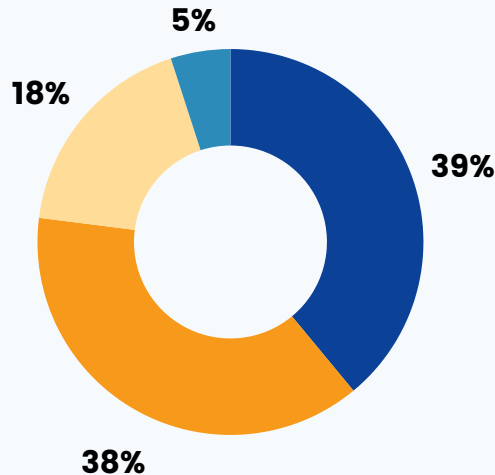
## This report is based on:

- 500+ Prospectus placements (2023–2025)
- Hays UK Salary Guide (2025)
- Robert Half Technology Salary Guide (2025)
- LinkedIn Talent Insights (2024–2025)
- Adzuna UK Salary Trends (April 2025)
- Office for National Statistics (ONS, 2024)
- ContractorUK Day Rate Survey (2025)
- SmartRecruiters UK Time-to-Fill Benchmark (2024)
- BCS Diversity in Tech Report (2024)
- Gartner HR Technology Research (2024)
- Built In & ERE Cost of Vacancy Benchmarks (2024)

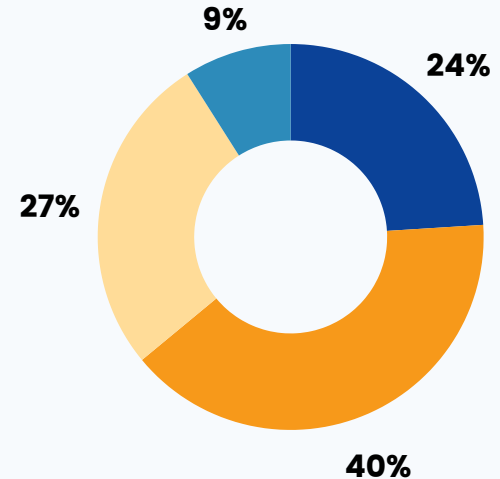
# Hiring Intentions

According to research conducted by an independent research firm that gathered data from 1500 respondents, the hiring intentions for permanent roles and contract roles are as follows:

## For Permanent Roles



## For Contract Roles

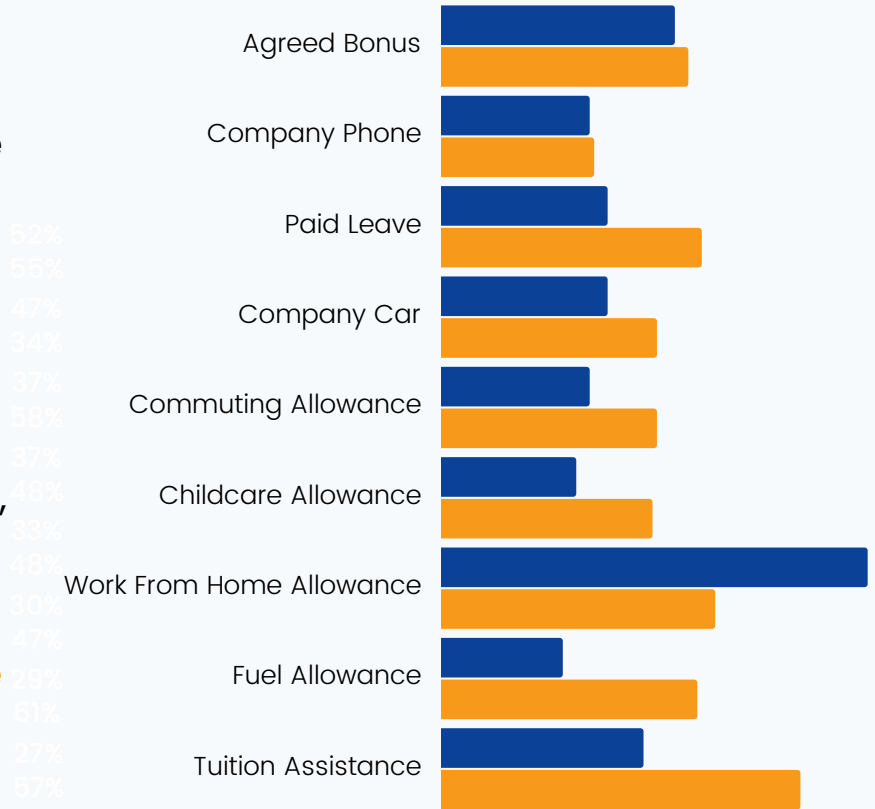


# Financial Benefits

Financial perks remain a critical differentiator in 2025, especially as the cost-of-living crisis continues to influence retention.

According to research conducted by an independent research firm that gathered data from 1500 respondents, this is what

**employers offer** vs **employees desire**



# Employer Concerns



## Main Concerns Around the Retention of Valued Employees in 2025:

- Heavy workloads/increased work pressure.
- Risk of talent being headhunted.
- High rates of burnout.
- Rising compensation expectations.

47%

## How Concerned Employers are about Employee Retention in 2025?



# Precise Salary Insights

## - Tailored for You -

In the rapidly evolving employment landscape, staying informed with accurate and current salary data is essential.

We don't publish static figures to ensure the information you receive is targeted, relevant, and perfectly suited to your unique situation.

Share your **geographical area**, **job title**, and **relevant technology** with us. We'll compare trends from the last 6 months to the last 3 months, giving you a clear view of the market dynamics.



**PROSPECTUS**  
IT Recruitment

### Salary Survey

#### Perl Developer, Permanent, London

Information for period 6 months to Sep 2022

##### 3 MONTH REPORT

##### LONDON

Description	Jobs to 14 Sep 2022	Rank YoY Change	Median Daily Rate	Median Daily Rate YoY Change	Historical Absolute & Relative Jobs Vacancies	Live Jobs
Perl	246	▲ +64	£613	+12.64%	195 1.04%	56
Perl Developer	429	▼ -6	£630	+5.00%	4 0.021%	
LAMP Stack (Linux, Apache, MySQL/MariaDB, PHP/Perl/Python)	418	▼ -12	£625	+38.88%	15 0.080%	12



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# Prospectus IT Recruitment

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