

**Digital  
Tonic**

**2025**

**Salary Guide**

**Marketing | eCommerce | Digital**

AN INTRODUCTION FROM

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Recruitment Director



Welcome to our 2025 salary guide for Marketing, eCommerce and Digital jobs in England & Wales. Whether you're an employer looking to attract and retain the best talent, or a job seeker looking to negotiate a competitive salary, you're in the right place.

2024 has been a very busy year for employers, with changes to employer NI contributions and minimum wage, but also for job seekers who find themselves in quite a different market to 2022/23. Despite these challenges, 2024 remained a competitive landscape for businesses with respect to securing and retaining talent.

This Digital Tonic Salary Guide is intended for both jobseekers and employers alike, to benchmark your own salary but also to ensure you are remaining competitive to both current and prospective employees.

**Stacey**

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## Looking to hire?

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# Digital Marketing

## HIRING TRENDS

The demand for skilled Digital Marketing professionals remains high, with businesses increasingly looking for T-shaped marketers who offer a unique blend of strategy and planning experience, whilst possessing the technical hands-on skills to execute multi-channel campaigns. Candidates who offer a mixed-channel skillset are attractive to businesses whose budgets are being squeezed by the ongoing pressures presented by rising costs from suppliers and ad platforms. The demand for digital talent remains strong, as businesses across all industries increasingly rely on digital channels to connect with their audiences, and to drive traffic to websites for conversions.

Job Title	Low	Median	High
Digital Marketing Executive	£24k	£28k	£32k
Senior Digital Marketing Executive	£27k	£33k	£37k
Digital Marketing Manager	£35k	£45k	£55k
Performance Marketing Manager	£35k	£45k	£60k
Head of Digital	£50k	£60k	£70k
Digital Marketing Director	£70k	£85k	£120k+

# eCommerce

## HIRING TRENDS

There have been a number of challenges within the eCommerce sector as inflation has led to lower disposable income for consumers to part with. Rising advertising costs, changes with 3rd party cookies, and increased CPA have been challenges that many eCommerce retailers have had to contend with. There is an increasing demand for 'Digital Acquisition' and 'Performance Marketing' specialists within eCommerce, as their knowledge of acquisition channels, onsite optimisation, tagging and tracking enable them to cover a wider remit and as such, reduce the need for larger in-house teams. We predict that eCommerce teams will be leaner overall in 2025, with more sustained growth as consumer spending power improves.

Job Title	Low	Median	High
eCommerce Executive	£25k	£27k	£30k
Senior eCommerce Executive	£28k	£32k	£35k
eCommerce Manager	£35k	£40k	£55k
Senior eCommerce Manager	£40k	£50k	£65k
Head of eCommerce	£50k	£65k	£90k+
eCommerce Director	£70k	£100k	£120k+

# Traditional Marketing

## HIRING TRENDS

Traditional Marketing remains a constant and important role for most businesses. SME's often benefit from generalists who can work across both digital and offline channels, with larger businesses more likely to be able to afford the resources of Specialists. Traditional Marketing has skewed towards more of a digital focus to keep up with changing trends in buyer behaviour, and content skills are still in high demand.

Job Title	Low	Median	High
Marketing Assistant	£22k	£23k	£25k
Marketing Executive	£25k	£30k	£35k
Senior Marketing Executive	£32k	£35k	£40k
Marketing Manager	£35k	£40k	£55k
Head of Marketing	£50k	£60k	£80k
Marketing Director/CMO	£65k	£90k	£120k+

# PPC/Paid Media

## HIRING TRENDS

Paid media marketers in 2025 will be required to have an in-depth understanding across a wide range of platforms, rather than being either a search or a social specialist, which has been the case in previous years. Paid social is becoming far more in demand, with companies keen to explore platforms outside of just Meta. Businesses have felt the squeeze on budgets in 2024, putting pressure on paid media marketers to deliver strong ROAS on a real-terms declining budget. Agency paid media appears to be more active than in-house, but we are beginning to see an increase in brand-side paid media roles opening up. Automation is a concern amongst many digital agencies as it potentially threatens demand, but that's where paid media strategy and planning expertise is a strong selling point for agencies to have in their armour.

Job Title	Low	Median	High
Entry-level/Graduate PPC	£23k	£25k	£27k
PPC Executive	£25k	£29k	£32k
Senior PPC Executive	£28k	£32k	£37k
PPC Manager	£35k	£38k	£44k
Senior PPC Manager	£40k	£45k	£52k
Head of PPC	£50k	£55k	£60k+

# SEO/Organic

## HIRING TRENDS

The SEO market has been particularly challenging in 2024 for job seekers, resulting in a lot of talented SEOs moving into broader marketing roles. There are a number of factors at play here, but the main contributors are the rise of AI, and the length of time that it can take for SEO efforts to be recognised. Many businesses have chosen to focus purely on paid acquisition to get faster, measurable results, whilst focusing less on organic search. Agencies have found SEO a much more challenging product to sell to clients than in previous years, especially for long-term retainers. However, there is consistent demand across technical SEO, and candidates with strong knowledge of tagging and tracking are particularly sought after.

Job Title	Low	Median	High
Entry-level/Graduate SEO	£23k	£25k	£27k
SEO Executive	£25k	£27k	£30k
Senior SEO Executive	£27k	£30k	£33k
SEO Manager	£35k	£40k	£45k
Senior SEO Manager	£40k	£45k	£50k
Head of SEO	£45k	£50k	£60k+



# Bespoke salary advice

This guide is just a snapshot of salaries in the industry, but we can offer tailored salary advice if you need it. Whether you're looking to fill a vacancy or for your next job opportunity, we'd love to hear from you.

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Call: 0117 374 1160

Email: [info@digital-tonic.co](mailto:info@digital-tonic.co)

# Social Media (Organic)

## HIRING TRENDS

Organic social media experience is highly sought after, especially within the consumer sector. As social media becomes more and more overcrowded by brands, there is greater focus on authenticity and community engagement. User-generated-content (UGC) is growing in popularity, as well as brands focusing on micro-influencers for partnerships. Whilst social media is highly creative, those working in the field are expected to show commercial acumen and be focused on the analytics and how this translates to revenue.

Job Title	Low	Median	High
Entry-level/Graduate Social Media	£23k	£25k	£27k
Social Media Assistant	£23k	£25k	£27k
Social Media Executive	£25k	£30k	£33k
Senior Social Media Executive	£30k	£35k	£37k
Social Media Manager	£35k	£37k	£40k
Head of Social Media	£45k	£48k	£50k+

# PR & Communications

## HIRING TRENDS

The PR & Comms landscape is ever changing. New AI tools are coming into play that aid media monitoring, improves content ranking through SEO and enhances audience personalisation. Influencer strategies are playing a bigger part and are being utilised ever more as part of a wider external comms approach. With more of us caring about work/life balance, and the role our employer has on us, Internal Communications has never been more important to engage with staff to promote wellbeing and employee satisfaction. Public opinion is more important than ever, with businesses having to respond quickly to crisis management, and to actively monitor social media commentary.

Job Title	Low	Median	High
PR/Communications Assistant	£23k	£24k	£25k
PR/Communications Executive	£25k	£30k	£35k
PR/Communications Officer	£25k	£30k	£35k
PR/Communications Manager	£40k	£50k	£65k
Senior PR/Communications Manager	£45k	£60k	£70k
Head of PR/Communications	£50k	£60k	£80k

# Brand & Product Management

## HIRING TRENDS

AI is having an ever increasing impact in the market, and we're seeing AI helping transform product development by extracting customer insights and utilising predictive analytics to predict future market trends. Products are becoming more personalised and so understanding user needs and behaviours will be imperative to brand success. There's a global shift towards sustainability that's influencing buying behaviour across most industries, and businesses are having to integrate sustainability into their core values to resonate with socially conscious consumers. Social Media Influencers are being utilised to engage targeted audiences in unique and innovative ways, through creative storytelling and unique collaborations.

Job Title	Low	Median	High
Brand/Product Executive	£25k	£30k	£40k
Brand/Product Manager	£35k	£45k	£60k
Product Marketing Manager	£50k	£60k	£70k
Senior Brand/Product Manager	£60k	£70k	£90k
Head of Brand/Product Management	£65k	£80k	£100k+
Brand/Product Director	£75k	£100k	£120k+

# Email Marketing & CRM

## HIRING TRENDS

Email marketing and CRM are highly sought after skills for marketers right now. As CRM and Customer Data Platforms have become more sophisticated, there is an increased desire for candidates who can use the likes of Braze, Klaviyo and Bloomreach. With the increased costs of acquiring new customers/clients, retention and loyalty has never been more important. Investing in email marketing as part of an omni-channel strategy is high priority for many businesses for 2025. utilising AI and automation can help businesses personalise their content and reach their customers at the right time.

Job Title	Low	Median	High
Email Marketing Assistant	£23k	£25k	£27k
CRM/Email Marketing Executive	£25k	£30k	£35k
Senior CRM/Email Marketing Executive	£30k	£35k	£38k
CRM/Email Marketing Manager	£38k	£45k	£55k
Senior CRM/Email Marketing Manager	£40k	£50k	£60k
Head of CRM	£50k	£60k	£80k+

# Content Marketing

## HIRING TRENDS

As our attention spans continue to decline, the need for captivating content has never been greater. Businesses have limited time to connect with their audience, and so content marketers will have to work hard to produce authentic content, whilst being excellent storytellers. User-generated-content continues to be highly successful as consumers prefer less polished, and more natural content. ChatGPT and the rise of AI assisted technology is helping to significantly speed up high quality content generation, and so far, Google doesn't penalise this from an SEO perspective.

Job Title	Low	Median	High
Content Marketing Assistant	£23k	£24k	£26k
Content Marketing Executive	£25k	£30k	£35k
Content Marketing Manager	£35k	£40k	£50k
Senior Content Marketing Manager	£40k	£45k	£55k
Head of Content	£45k	£55k	£65k+

# Want to know more?

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