

**Digital
Tonic**

2026

Salary Guide

Marketing | eCommerce | Digital | Creative

AN INTRODUCTION FROM

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Welcome to the Digital Tonic 2026 Salary Guide for Marketing, eCommerce, Digital & Creative roles across the South of England. Whether you're an employer looking to attract and retain top talent, or a professional wanting to benchmark your own salary, this guide gives you a clear, data-led view of what the market really looks like.

2025 was a challenging year for many organisations. Rising employment and operational costs have squeezed budgets, all while consumers are spending less. For jobseekers, the landscape has been equally tough, with fewer vacancies available and increased competition for the strongest roles compared with 2024.

Despite this, demand for high-performing marketing and digital talent remains strong. Businesses continue to recognise the critical role that marketing plays in both growth and profitability - particularly in leaner times.

This guide brings together real salary data from across the region, insight from hundreds of hiring conversations we've had at Digital Tonic, and a clear snapshot of what employers should expect to pay (and what candidates should expect to earn) in 2026.

Chris

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Digital Marketing

Businesses took a more cautious approach to hiring in 2025, with cost control and budgets being high on the agenda. As a result, we've seen a growing number of employers attempt to hire broader digital marketers who can cover multiple disciplines.

This has led to increased demand for versatile marketers who can manage agencies, oversee paid and organic channels, support content and CRM activity, as well as contributing to the overall digital strategy. In theory, whilst this approach can offer short-term cost savings, it has also highlighted the challenges of expecting one individual to deliver specialist-level performance across too many areas.

Looking ahead to 2026, we do expect this tension to continue. Businesses will need to strike a balance between hiring all-rounders for breadth and investing in specialist expertise where performance and revenue impact matter most. Digital marketers who can demonstrate strong foundations across multiple channels, but with a specialist skillset in 1 or 2, will be in high demand.

Job Title	Low	Median	High
Digital Marketing Executive	£25k	£28k	£32k
Senior Digital Marketing Executive	£27k	£34k	£37k
Digital Marketing Manager	£35k	£45k	£55k
Performance Marketing Manager	£40k	£50k	£60k+
Head of Digital	£50k	£70k	£80k
Digital Marketing Director	£70k	£100k	£120k+

eCommerce

The eCommerce landscape in 2025 has been influenced by tighter consumer spending, rising advertising costs, and continued challenges around attribution and data visibility. As a result, many brands have prioritised efficiency, focusing on improving onsite performance, tightening trading processes, and investing in roles that directly influence conversion and CLTV.

In 2026, we expect eCommerce teams to remain leaner, with a greater emphasis on multi-skilled professionals who can operate across trading, acquisition, CRO, and analytics. There is increasing demand for commercial marketers who can interpret data quickly, make trading decisions confidently, and understand the full end-to-end customer journey.

Automation, tagging, and personalisation will continue to grow in importance, particularly as brands look to improve retention and maximise revenue from existing customers.

Despite the challenges of the past year, eCommerce remains a core growth driver for most businesses, and skilled professionals who can balance both strategic and hands-on responsibilities will be in high demand throughout 2026.

Job Title	Low	Median	High
eCommerce Executive	£25k	£27k	£30k
Senior eCommerce Executive	£28k	£32k	£35k
eCommerce Manager	£35k	£45k	£55k
Senior eCommerce Manager	£45k	£55k	£65k
Head of eCommerce	£55k	£70k	£90k+
eCommerce Director	£70k	£100k	£120k+

Traditional Marketing

Traditional marketing functions have remained relevant throughout 2025, particularly within established brands, retail businesses, and organisations with a strong offline presence. While investment in purely offline activity has become more selective, traditional marketing roles continue to play a key role in brand awareness, campaign planning, and integrated marketing delivery.

In 2025, many businesses sought traditional marketers who could bridge the gap between offline and digital activity—overseeing campaigns across print, events, partnerships, and POS while working closely with digital teams to ensure consistency and commercial impact. As budgets tightened, employers increasingly looked for marketers who could manage suppliers, control spend, and demonstrate clear returns from activity. Looking ahead to 2026, demand is likely to remain steady for commercially minded traditional marketers who can operate across channels, manage complex campaigns, and contribute to broader brand and growth objectives. Professionals who combine strong planning skills with adaptability and stakeholder management will continue to be highly valued.

Job Title	Low	Median	High
Marketing Assistant	£22k	£25k	£27k
Marketing Executive	£25k	£32k	£35k
Senior Marketing Executive	£32k	£35k	£40k
Marketing Manager	£35k	£45k	£55k
Head of Marketing	£55k	£65k	£80k
Marketing Director/CMO	£75k	£90k	£120k+

PPC/Paid Media

Demand for paid media talent remained steady throughout 2025, with a noticeable rise in in-house opportunities as brands increasingly looked to build dedicated full-time teams. At the same time, the supply of strong paid media marketers has grown, which has helped stabilise salaries and prevented the sharp increases seen in previous years. As we look ahead to 2026, creative is set to play an equally critical role as data within paid media strategies - particularly across paid social. Brands are placing greater emphasis on thumb-stopping creative, testing frameworks, and channel-specific content to improve performance in an increasingly competitive landscape. Personalisation will continue to be a major focus, with dynamic creative and AI-assisted ad generation helping marketers deliver more relevant and tailored messaging at scale.

With rising acquisition costs and increased pressure on ROAS, paid media professionals who can balance technical optimisation with creative direction and strategic thinking will be particularly sought after in 2026.

Job Title	Low	Median	High
Entry-level/Graduate PPC	£24k	£26k	£27k
PPC Executive	£25k	£28k	£35k
Senior PPC Executive	£28k	£35k	£38k
PPC Manager	£37k	£44k	£50k
Senior PPC Manager	£44k	£50k	£55k+
Head of PPC	£55k	£60k	£65k+

SEO/Organic

In 2025, we saw a significant rise in employers seeking candidates with strong knowledge of AI search, schema, and GEO (Generative Engine Optimisation). These skill sets are becoming essential as businesses work to maintain organic performance in a landscape where traditional ranking strategies alone are no longer enough.

Looking ahead to 2026, we predict that AI SEO will become one of the fastest-growing sub-specialisms within digital. Those who understand how to optimise for SGE, and structure content for AI consumption will be in particularly high demand. Equally, the ability to collaborate with content, UX, and development teams will remain crucial as SEO continues to influence wider digital strategy. We predict a stronger link between organic search and organic social in 2026 as the user journey becomes more dynamic, especially within the Gen Z audience.

Job Title	Low	Median	High
Entry-level/Graduate SEO	£24k	£25k	£27k
SEO Executive	£25k	£28k	£32k
Senior SEO Executive	£28k	£32k	£35k
SEO Manager	£40k	£45k	£50k
Senior SEO Manager	£47k	£54k	£60k
Head of SEO	£50k	£60k	£70k+

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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Social Media (Organic)

Organic social remains an important channel from a talent perspective, driven by changing platform algorithms, the explosive growth of short-form video, and the increasing pressure on brands to show up authentically online. As consumer trust becomes harder to earn and paid media costs climb, organic social has regained importance as a channel for brand building, community engagement, and long-term loyalty.

During 2025, we saw steady demand for social media professionals, with employers placing higher value on those who can create platform-native content, manage multi-channel strategies, and interpret performance data with more sophistication. Video skills - particularly Reels, TikTok, and YouTube Shorts, have become essential at every level, and will remain a key requirement for social talent in 2026.

In 2026, the strongest opportunities will be there for social media marketers who are creative yet analytical, reactive yet strategic, and capable of building communities that genuinely influence brand perception and consumer behaviour.

Job Title	Low	Median	High
Entry-level/Graduate Social Media	£24k	£25k	£27k
Social Media Assistant	£25k	£26k	£27k
Social Media Executive	£28k	£32k	£35k
Senior Social Media Executive	£32k	£35k	£37k
Social Media Manager	£32k	£38k	£45k
Head of Social Media	£45k	£50k	£55k+

PR & Communications

PR and communications roles have seen quite a shift in recent years. In 2025, hiring focused less on traditional press coverage and more on protecting brand reputation, supporting leadership teams, and ensuring consistent messaging across an increasingly fragmented digital landscape.

As budgets tightened, many organisations looked for PR and communications professionals who could operate as true generalists; covering media relations, internal communications, content support, and stakeholder messaging. This would often be with smaller teams or reduced agency support. This has placed greater emphasis on the need for professionals who are confident working independently, prioritising effectively, and advising senior stakeholders with clarity.

Looking ahead to 2026, PR and comms roles are increasingly valued for their ability to manage risk, handle sensitive situations, and support business objectives rather than deliver volume-based coverage. Media relations remains relevant, but it is no longer the sole measure of success.

As reputational scrutiny continues to grow, PR and communications professionals who can combine strategic thinking with calm, practical execution will remain in demand.

Job Title	Low	Median	High
PR/Communications Assistant	£24k	£25k	£26k
PR/Communications Executive	£25k	£30k	£35k
PR/Communications Officer	£25k	£30k	£35k
PR/Communications Manager	£40k	£45k	£55k
Senior PR/Communications Manager	£45k	£50k	£60k
Head of PR/Communications	£50k	£60k	£80k

Brand & Product Management

Brand and product functions have become increasingly important over the last 2 years, as businesses look to differentiate themselves in increasingly competitive markets. In 2025, many organisations focused their time on refining their value proposition, customer experience, and product-market fit rather than pursuing rapid expansion. In 2026, we expect continued demand for brand and product professionals who can combine creative thinking with commercial insight. Employers are looking for individuals who can understand the customer deeply, can influence positioning and roadmap decisions, and work collaboratively across marketing, digital, and leadership teams.

Product roles, particularly in tech-enabled or consumer-led businesses, are increasingly data-driven, with a strong emphasis on user experience, feedback loops, and continuous improvement. Meanwhile, brand roles are evolving to encompass not just identity and messaging, but also customer trust, consistency, and long-term growth.

Job Title	Low	Median	High
Brand/Product Executive	£25k	£32k	£40k
Brand/Product Manager	£35k	£45k	£60k
Product Marketing Manager	£45k	£50k	£70k
Senior Brand/Product Manager	£55k	£65k	£85k
Head of Brand/Product Management	£65k	£80k	£100k+
Brand/Product Director	£75k	£100k	£120k+

Email Marketing & CRM

Email and CRM have remained two of the most resilient and high-performing channels in 2025, as brands have focused their efforts on retention, customer loyalty, and lifetime value in response to rising acquisition costs. With many businesses tightening paid media budgets, CRM has become an even more important lever for marketers.

Throughout 2025, we've seen increased demand for CRM professionals who can blend technical capability with customer insight. Those confident in segmentation, automation, personalisation, and lifecycle strategy are in high demand. Tools such as Klaviyo, HubSpot, and Braze continue to dominate the market, and employers are consistently prioritising candidates who can build sophisticated journeys and deliver measurable revenue impact.

Looking ahead to 2026, we expect CRM to grow even further in importance. Advancements in AI-driven personalisation and predictive modelling will enable brands to deliver highly tailored experiences at scale, influencing everything from product recommendations to customer win-back strategies. Marketers with a strong understanding of data, experimentation, and the full customer journey will be in particularly high demand.

Job Title	Low	Median	High
Email Marketing Assistant	£25k	£26k	£28k
CRM/Email Marketing Executive	£26k	£32k	£37k
Senior CRM/Email Marketing Executive	£32k	£35k	£40k
CRM/Email Marketing Manager	£40k	£48k	£55k
Senior CRM/Email Marketing Manager	£45k	£58k	£65k
Head of CRM	£60k	£70k	£80k+

Content Marketing

Content marketing has shifted significantly over the past year, with businesses placing greater emphasis on quality, relevance, and performance rather than volume. In 2025, many teams moved away from high-output content strategies in favour of fewer, more considered pieces that support brand authority, organic visibility, and customer engagement.

Looking ahead to 2026, content marketers with strong strategic thinking will be particularly sought after. This includes professionals who understand how content supports the wider SEO, social, PR, and demand generation strategies.

AI-assisted content creation is becoming increasingly common, helping teams scale production and ideation. However, originality and brand tone of voice remain crucial to businesses looking to retain authenticity. The most in-demand content professionals will be those who can use AI as a tool to deliver thoughtful, human-led content that resonates with audiences.

Job Title	Low	Median	High
Content Marketing Assistant	£25k	£26k	£27k
Content Marketing Executive	£27k	£30k	£35k
Content Marketing Manager	£35k	£42k	£50k
Senior Content Marketing Manager	£45k	£50k	£55k
Head of Content	£50k	£60k	£70k+

Creative and Design

Creative and design roles have evolved significantly over the past year, with growing pressure on teams to deliver high volumes of high-quality output across multiple channels. In 2025, many organisations reassessed how they resource creative work, often consolidating roles or seeking multi-skilled designers to support both digital and offline requirements.

There has been increased demand for designers who can work quickly, understand brand guidelines, and adapt creative for different platforms—from paid media and social to email, website, print, and packaging. Artworkers in particular have remained in demand, supporting fast-paced production environments where accuracy and efficiency are critical.

As we move into 2026, employers are increasingly focused on creative professionals who can balance execution with strategic input. Creative Directors are expected not only to define visual identity, but to ensure creative output supports performance, brand consistency, and commercial goals. AI-assisted design tools are becoming more widely used to streamline workflows, but strong creative judgement, originality, and brand understanding remain essential.

Job Title	Low	Median	High
Junior Designer	£24k	£26k	£28k
Mid-weight Designer	£30k	£34k	£38k
Senior Designer	£38k	£42k	£45k
Creative Director	£55k	£65k	£70k+
Videographer/Editor	£30k	£38k	£48k+

Want to know more?

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