

2025 | Technology Salary Guide

Salary Benchmarking | Permanent Roles
London & North of England



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Introduction

As we head into 2025, the tech hiring landscape is shifting once again, offering opportunities for businesses ready to increase their velocity. Accessing top talent in the market remains a key competitive advantage.

While permanent placements have been on the decline for the past two years, businesses embracing innovative hiring strategies are thriving. With 37% of UK businesses planning to ramp up their AI investment in 2025 (KPMG & REC), new roles with increasingly niche requirements will emerge. The biggest challenge for 2025 will be attracting passive candidates at pace—those not actively job-hunting but open to the right opportunity.

Partnering with a recruitment agency is invaluable here. Agencies like Burns Sheehan maintain ongoing relationships with active and passive candidates through various access points, understanding their unique skills and aspirations. This proactive approach helps connect you with the right talent, especially in increasingly specialised areas like machine learning, product management, software engineering, and data science.

This report builds on our 2024 Technology Hiring Report, offering fresh benchmarking data to support your internal discussions. While salary growth has slowed, we expect competition for top tech talent to rapidly increase in 2025. Providing competitive compensation and benefits—like inflation-adjusted salaries, perks that enable a healthy work-life balance, strong pensions, and bonuses—will remain top priorities for employees.

Inside, you'll find salary benchmarking data to refine your compensation packages and keep in touch with market trends. For deeper insights, download our [full report](#), which covers benefits, retention strategies, DEI policies, and a CTO Pulse Check—offering a closer look at what's on tech leaders' roadmaps.

If you're hiring or retaining top talent, these trends will help you drive growth and innovation in 2025. We look forward to partnering with you to build teams ready for the challenges and opportunities ahead.



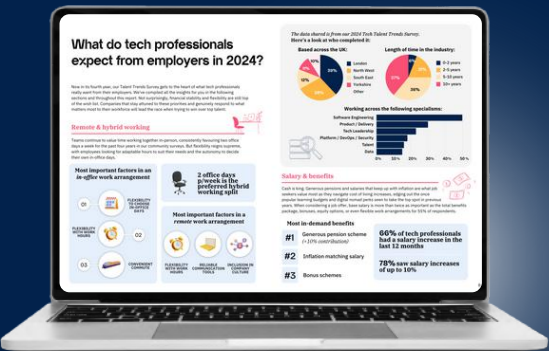
Chris Spranklen
Managing Director



Unlock more hiring data to improve your quality of hire & retention strategies.

If you're looking for comprehensive insights on the technology hiring landscape & candidate trends, download the full Technology Hiring Report today.

- ✱ Salary Benchmarking Data
- ✱ Candidate Trends
- ✱ Diversity Metrics & Initiatives
- ✱ CTO Pulse Check Results
- ✱ Start-Up & Founder Insights
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Using This Report

This salary benchmarking data is gathered from our database, where we store candidate information securely and in compliance with data protection regulations. This data is sourced from direct applications, professional networking sites, and verified partner interactions, ensuring both relevance and accuracy for our industry analysis.

In this report, we've shared salary benchmarking data for roles in both London and the North of England to highlight regional differences. While most roles now offer hybrid or remote working options, we haven't seen a big impact on salary levels because of remote working.

When using salary benchmarks, it's best to compare your figures with companies of a similar size, growth stage, and funding level. These numbers give a solid overview of the market but should also be weighed alongside factors like industry, location, experience, and candidate quality.

If you'd like more details about specific roles or support with your hiring strategy, feel free to reach out to our Managing Director, Chris Spranklen, at chris@burnssheehan.co.uk.

Understanding the salary benchmarks

This report uses three key benchmarks — **P25** , **P50**, and **P75** — to outline salary ranges:

P25 (25th Percentile): Represents the lower end of the range, where 25% of individuals earn less and 75% earn more. Typically for those new to a role or at less competitive salary levels.

P50 (50th Percentile - Median): Represents the midpoint, where half of individuals earn less and half earn more. This indicates the typical market rate for a role.

P75 (75th Percentile): Represents the upper end of the range, where 75% of individuals earn less and 25% earn more. This is used for top-performing or highly sought-after roles, reflecting competitive compensation.

Job titles & levellings

Whilst there are exceptions, the levelling of each role is based on the following:

Mid: 3+ years experience

Senior: 5+ years experience

Lead: 6+ years experience + line management

Principal: 8+ years experience (excludes line management)

Job titles & seniority will vary amongst employers.



C-Suite & Technology Leadership



C-Suite	Base Salary			2023
	P25	P50	P75	Average
Chief Technology Officer	£150,000	£200,000	£275,000	£200,000
Chief Data Officer	£150,000	£200,000	£250,000	£165,000
Chief Product Officer	£140,000	£190,000	£230,000	£160,000
Chief Information Security Officer	£150,000	£190,000	£225,000	£180,000
Chief Technology Product Officer	£140,000	£200,000	£250,000	£180,000

Software Engineering Leadership	Base Salary			2023
	P25	P50	P75	Average
VP of Engineering	£140,000	£175,000	£190,000	£170,000
Director of Engineering	£130,000	£160,000	£170,000	£160,000
Head of Engineering	£120,000	£130,000	£150,000	£130,000
Senior Engineering Manager	£110,000	£130,000	£140,000	£125,000
Engineering Manager	£100,000	£110,000	£120,000	£110,000

**At pre-seed/seed stages, you're likely to see the titles CTO and VP of Engineering used interchangeably—they usually describe the same role, just under different names that might affect salary levels. Similarly, the roles of Director and Head of Engineering are usually synonymous, with title variations potentially influencing compensation.*

Platform & Security Leadership	Base Salary			2023
	P25	P50	P75	Average
Head of Cloud / Platform	£120,000	£150,000	£170,000	£150,000
Head of Security	£110,000	£140,000	£170,000	£140,000
Head of IT	£80,000	£110,000	£130,000	£110,000

Compensation beyond base salary

When it comes to technology leadership roles, base salary is only one part of the compensation picture.

Leadership compensation often involves additional components like bonuses, equity, car packages and benefits, which can significantly enhance the overall package and even outweigh base salary.

Bonuses in leadership roles can range between anything from 20% to 100% of the base salary, depending on performance metrics, company profitability, or specific project milestones.

Equity, particularly in VC-backed businesses, often plays a pivotal role in compensation. While such companies may offer a lower base salary to prioritise cash flow, equity packages can yield substantial returns, particularly in high-growth or exit scenarios.

- **Mature Tech Scale-Up:** A CTO might receive a base salary at the P50 percentile, plus a performance-based bonus of 50% and equity, making the overall package highly competitive.
- **VC-Backed Start-Up:** A VP of Engineering may be offered a P25 base salary but with a significant equity stake in lieu of bonuses, creating a package with potential for high future payoffs.

It's important to align expectations with the type of organisation, funding stage, and growth trajectory. Total compensation should be evaluated holistically, balancing base salary with other potential earnings. This approach ensures leadership candidates make informed decisions tailored to their career goals and financial priorities.

Data Leadership	Base Salary			2023
	P25	P50	P75	Average
Director of Data	£120,000	£155,000	£190,000	£150,000
Head of Data Science	£110,000	£135,000	£160,000	£120,000
Head of Data Engineering	£110,000	£130,000	£150,000	£120,000
Head of Data Analytics	£90,000	£105,000	£120,000	£95,000
Head of Product Analytics	£90,000	£105,000	£120,000	-
Head of AI	£110,000	£130,000	£150,000	-

Product Leadership	Base Salary			2023
	P25	P50	P75	Average
VP Product	£140,000	£160,000	£180,000	£160,000
Director of Product	£130,000	£150,000	£170,000	£150,000
Head of Product	£110,000	£130,000	£140,000	£140,000
Group Product Manager	£100,000	£120,000	£130,000	-
Design Director	£90,000	£110,000	£130,000	-
Head of Design / UX	£100,000	£120,000	£140,000	-
Head of Delivery	£90,000	£100,000	£125,000	-
Head of Product Ops	£100,000	£115,000	£130,000	-
Head of User Research	£100,000	£110,000	£120,000	-

**VP and Director of Product titles are often used interchangeably—they usually describe the same role, just under different names that might affect salary levels.*

Leadership salaries: considerations & caveats

Salaries vary significantly based on various factors. While we categorise salary brackets by percentiles, its essential to consider the following for an accurate benchmark:

General considerations:

- Level of funding achieved by the business
- Annual Recurring Revenue (ARR)
- Profitability
- Total compensation package (including LTIPs, allowances, bonuses, shares)
- Size and maturity of the tech team
- Reporting structure and depth of management
- Specific candidate requirements (e.g., building new tech hubs, leading funding rounds, entering new markets)



Searching for a visionary CTO or a dynamic technical leader?

With over two decades of experience in specialist technology recruitment, we can connect you to a global network of technology leaders and exclusive insights.

[Contact Sean Burns](#) today to learn more about our C-Suite and Leadership hiring solutions.

Data Leadership	Base Salary			2023
	P25	P50	P75	Average
Head of Data Science	£90,000	£100,000	£120,000	£100,000
Head of Data Engineering	£90,000	£100,000	£120,000	£100,000
Head of Data Analytics	£80,000	£90,000	£90,000	£90,000

Product Leadership	Base Salary			2023
	P25	P50	P75	Average
VP Product	£75,000	£115,000	£125,000	£115,000
Director of Product	£75,000	£115,000	£120,000	£115,000
Head of Product	£80,000	£90,000	£110,000	£90,000
Head of Product Design / UX	£80,000	£90,000	£100,000	-
Head of Delivery	£80,000	£90,000	£110,000	£90,000
Design Director	£75,000	£100,000	£110,000	-
Head of Product Ops	£75,000	£80,000	£100,000	-
Head of User Research	£75,000	£80,000	£100,000	-

When should you hire a Chief Data Officer?



Mike Seville
Chief Data & AI Officer
**BEAUTY
PIE**

“There are two primary reasons to consider hiring a Chief Data Officer: one is defensive, and the other is offensive.

Defensively, a company reaches a stage where the demand for data management is significant. The complexity of organising, aligning, and leveraging data becomes so extensive that it necessitates

an executive with the authority, focus, and autonomy to streamline processes, build consensus, and effectively execute plans.

On the offensive front, similar to companies like Beauty Pie, there's a strategic opportunity to significantly enhance enterprise value through data initiatives. Realising this potential requires a dedicated executive who is accountable for harnessing this opportunity and driving material results.”

Software Engineering



Backend Engineering*

	Base Salary			2023
	P25	P50	P75	Average
Software Engineer	£55,000	£65,000	£75,000	£65,000
Senior Software Engineer	£75,000	£85,000	£100,000	£85,000
Lead Software Engineer	£90,000	£105,000	£115,000	£100,000
Staff Engineer	£100,000	£110,000	£120,000	£110,000
Principal Software Engineer	£110,000	£120,000	£130,000	£120,000
Founding Engineer**	£80,000	£100,000	£120,000	-

*Covering a broad spectrum of tech stacks and languages, including Node.js, Kotlin, Java, Scala, Clojure, JavaScript/TypeScript, and PHP, C#/.NET, Python; each stack requires distinct expertise, so salaries may vary depending on specific technology and experience.

**Salaries of Founding Engineers vary significantly depending on the size and structure of equity packages included in their total compensation.

Javascript Engineering

	Base Salary			2023
	P25	P50	P75	Average
Frontend Software Engineer	£55,000	£65,000	£75,000	£65,000
Senior Frontend Engineer	£70,000	£85,000	£100,000	£85,000
Full Stack Engineer	£60,000	£75,000	£80,000	£70,000
Senior Full Stack Engineer	£80,000	£90,000	£95,000	£90,000
Lead Full Stack Engineer	£90,000	£105,000	£115,000	£105,000
Staff Engineer	£100,000	£110,000	£120,000	£110,000
Principal Software Engineer	£110,000	£120,000	£130,000	£120,000

Project Spotlight:
Scaling & diversifying for high-velocity engineering at 9fin



Josh Carter
Lead Talent Partner



“At 9fin, we’re committed to high-velocity engineering—building and releasing software efficiently to keep up with a packed roadmap of new features and products. But as our roadmap grew, so did our backlog. To meet our goals, we set out to double our engineering team from 20 to 40.

Scaling fast required balancing speed with quality. With a lean talent team, we couldn’t afford to compromise engineering output during hiring - we needed a strategic partner to source top talent efficiently while prioritising diversity. Burns Sheehan became our exclusive tech recruitment partner, acting as an extension of our team.

By working with one agency, we streamlined communication, ensured consistent messaging about 9fin, and gave them the insights needed to represent us effectively. Burns Sheehan’s proactive, partnership-first approach made them an integral part of our team. They didn’t just provide candidates—they brought insights, market knowledge, and solutions tailored to our goals. This included helping us achieve significant improvements in diversity.

Their ability to deliver high-quality, pre-vetted candidates meant we could keep interview-to-hire ratios low and hire efficiently from a smaller but stronger candidate pool. This allowed us to scale our team quickly while maintaining our high engineering standards with a great quality of hire.”

The results...

- 4 female Software Engineers hired
- Female representation in software engineering grew from 17% to 26%
- All 4 hires made within 3 months of the initial brief
- First hire made just 22 days after the role was released
- Candidate NPS of 100% (based on data collected from 17 candidates)
- 1.2:1 CVs sent to 1st interview.



*Stats reflect Burns Sheehan’s partnership, rather than the full 9fin hiring project.

Quality Assurance

	Base Salary			2023
	P25	P50	P75	Average
QA Engineer	£45,000	£50,000	£55,000	-
Senior QA Engineer	£60,000	£65,000	£70,000	-
QA Manager	£80,000	£85,000	£90,000	-

Mobile Engineering

	Base Salary			2023
	P25	P50	P75	Average
Mobile Engineer	£60,000	£70,000	£75,000	£70,000
Senior Mobile Engineer	£70,000	£80,000	£95,000	£80,000
React Native Engineer	£60,000	£70,000	£75,000	-
Senior React Native Engineer	£70,000	£85,000	£100,000	-

Product Engineering

	Base Salary			2023
	P25	P50	P75	Average
Product Engineer	£60,000	£65,000	£75,000	-
Senior Product Engineer	£80,000	£90,000	£105,000	-
Lead Product Engineer	£100,000	£110,000	£120,000	-

Emerging Role: Product Engineer

We saw Product Engineer vacancies surge across London throughout 2024. Product Engineers craft solutions that ultimately face the customer. Some companies consider it a mindset rather than a role, as it requires a blend of technical expertise and essential soft skills like **big-picture thinking, communication, and a customer-centric mindset.**



Aaron Rice
CIO



“At Vorboss, our Product Engineers are unique in that our ‘customers’ are our colleagues. Unlike engineering roles that many of us have most experience in - where our code is our revenue generating product - our engineers focus on unlocking efficiencies to drive long-term value. Their work tackles immediate challenges—what can we do today, this week, or this month to make our colleagues’ jobs easier and more effective?”

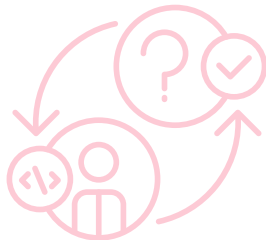
Soft skills are non-negotiable for Product Engineers. They need to think holistically, solve problems end-to-end, and align their work with business needs instead of chasing the latest tech trends. As we approach launches, our Product Engineers embed themselves with the sales, network and marketing teams to understand their challenges and deliver tailored solutions.

Our hiring process reflects this balance, combining technical assessments with exercises that measure storytelling and collaboration abilities. We value candidates who can articulate ideas, build relationships, and show a genuine excitement for problem-solving.

One of the most rewarding parts of the role is the tangible impact you make. Every improvement directly enhances our network’s reliability, blending technical innovation with real-world problem-solving.”

Soft skills are a **non-negotiable** for Product Engineers.

- Practical problem-solving
- Empathy
- Communication
- Curiosity
- Adaptability



Backend Engineering*

	Base Salary			2023
	P25	P50	P75	Average
Software Engineer	£45,000	£60,000	£65,000	£55,000
Senior Software Engineer	£60,000	£75,000	£85,000	£70,000
Lead Software Engineer	£65,000	£80,000	£95,000	£80,000
Principal Software Engineer	£70,000	£90,000	£105,000	£85,000

*Covering a broad spectrum of tech stacks and languages, including Node.js, Kotlin, Java, Scala, Clojure, JavaScript/TypeScript, and PHP, C#/.NET, Python; each stack requires distinct expertise, so salaries may vary depending on specific technology and experience.

Javascript Engineering

	Base Salary			2023
	P25	P50	P75	Average
Frontend Software Engineer	£45,000	£50,000	£55,000	£50,000
Senior Frontend Engineer	£60,000	£70,000	£80,000	£65,000
Full Stack Engineer	£45,000	£55,000	£60,000	£55,000
Senior Full Stack Engineer	£60,000	£75,000	£85,000	£70,000
Lead Engineer	£75,000	£85,000	£100,000	£85,000
Principal Engineer	£85,000	£90,000	£110,000	-

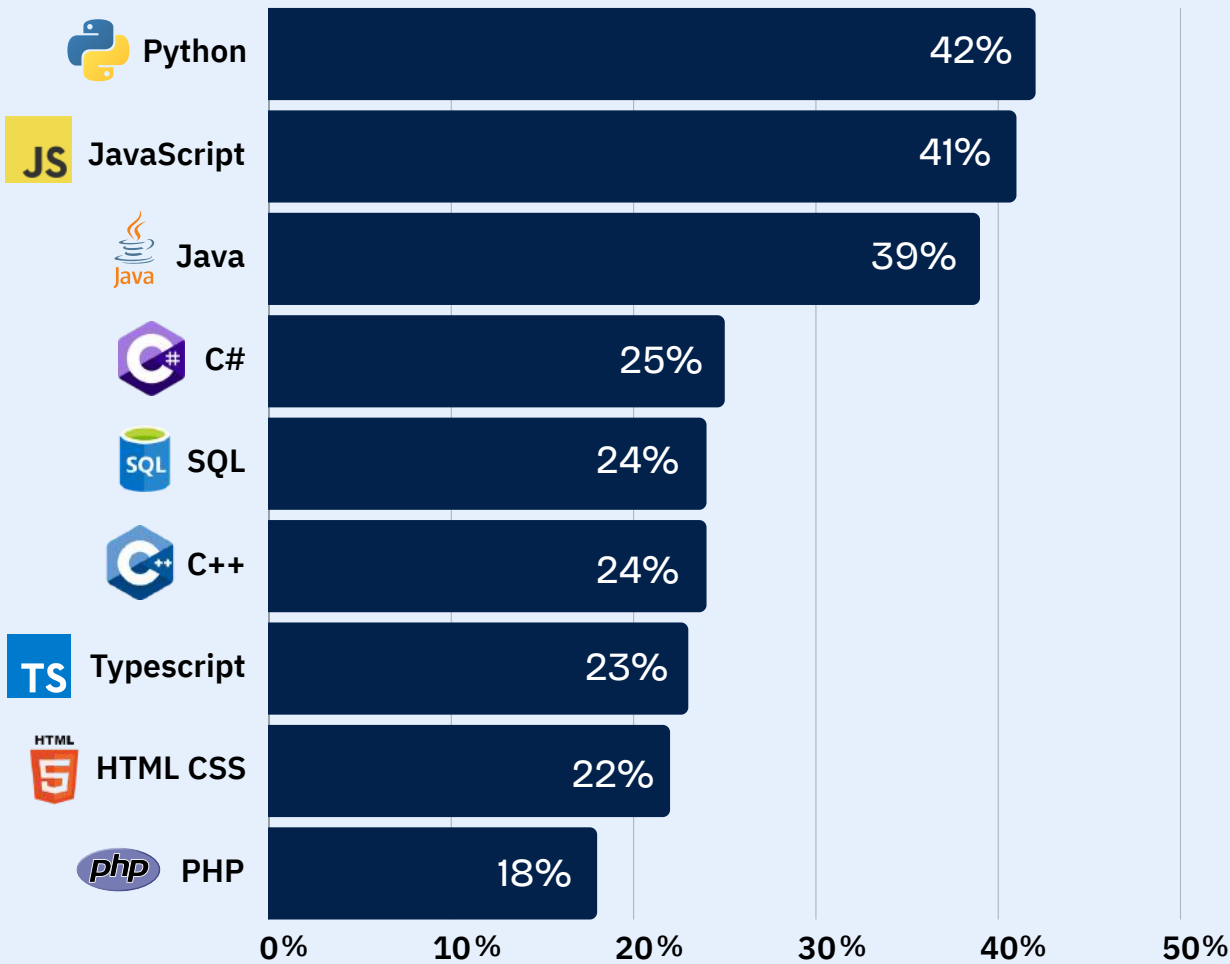
Mobile Engineering

	Base Salary			2023
	P25	P50	P75	Average
Mobile Engineer	£45,000	£50,000	£55,000	-
Senior Mobile Engineer	£60,000	£65,000	£70,000	-
React Native Engineer	£45,000	£50,000	£55,000	-
Senior React Native Engineer	£60,000	£70,000	£80,000	-

Quality Assurance

	Base Salary			2023
	P25	P50	P75	Average
QA Engineer	£45,000	£50,000	£55,000	-
Senior QA Engineer	£55,000	£60,000	£65,000	-
QA Manager	£65,000	£70,000	£75,000	-

Most in-demand programming languages by recruiters worldwide in 2024



Source: Statista 2024

Platform Engineering, Infrastructure & Security



Platform/
DevOps/SRE

	Base Salary			2023
	P25	P50	P75	Average
Cloud Engineer	£60,000	£70,000	£80,000	£60,000
Senior Cloud Engineer	£70,000	£90,000	£100,000	£80,000
Lead Cloud Engineer	£100,000	£110,000	£120,000	-
Site Reliability Engineer	£60,000	£70,000	£80,000	£70,000
Senior Site Reliability Engineer	£80,000	£100,000	£110,000	£100,000
Lead Site Reliability Engineer	£100,000	£115,000	£130,000	£110,000
Cloud Architect	£80,000	£85,000	£90,000	-
Senior Cloud Architect	£90,000	£100,000	£110,000	-
Lead Cloud Architect	£115,000	£130,000	£150,000	-

Infrastructure/
Support

	Base Salary			2023
	P25	P50	P75	Average
Infrastructure Engineer	£60,000	£65,000	£70,000	£65,000
Senior Infrastructure Engineer	£75,000	£85,000	£90,000	£85,000
Lead Infrastructure Engineer	£95,000	£110,000	£130,000	£110,000
Network Engineer	£50,000	£65,000	£70,000	£60,000
Senior Network Engineer	£70,000	£85,000	£95,000	£80,000
Lead Network Engineer	£95,000	£100,000	£110,000	-
IT Manager*	£60,000	£75,000	£80,000	£65,000
1st Line Support	£25,000	£28,000	£30,000	-
2nd Line Support	£35,000	£40,000	£45,000	-
3rd Line Support	£45,000	£50,000	£60,000	£40,000

**The scope of IT Manager roles can vary widely across organisations due to the broad nature of the title. For this report, our analysis focuses on roles with physical infrastructure and bricks-and-mortar responsibilities, rather than Cloud, SaaS, or PaaS-specific functions.*

Security

	Base Salary			2023
	P25	P50	P75	Average
Cloud Security Engineer	£70,000	£75,000	£80,000	£75,000
Senior Cloud Security Engineer	£80,000	£90,000	£100,000	£90,000
Lead Cloud Security Engineer	£110,000	£140,000	£150,000	£130,000
Security Analyst	£45,000	£50,000	£55,000	-
Senior Security Analyst	£60,000	£75,000	£80,000	-
Lead Security Analyst	£80,000	£95,000	£100,000	-
Cyber Security Engineer	£60,000	£75,000	£80,000	-
InfoSec Lead/Manager	£75,000	£90,000	£100,000	-

Platform/
DevOps/SRE

	Base Salary			2023
	P25	P50	P75	Average
Cloud Engineer	£50,000	£55,000	£60,000	£55,000
Senior Cloud Engineer	£60,000	£70,000	£80,000	£70,000
Lead Cloud Engineer	£70,000	£85,000	£95,000	-
Site Reliability Engineer	£60,000	£65,000	£70,000	£58,000
Senior Site Reliability Engineer	£70,000	£80,000	£90,000	£80,000
Lead Site Reliability Engineer	£80,000	£95,000	£100,000	-
Cloud Architect	£60,000	£65,000	£80,000	-
Senior Cloud Architect	£75,000	£85,000	£95,000	-
Lead Cloud Architect	£85,000	£90,000	£105,000	-

Support

	Base Salary			2023
	P25	P50	P75	Average
Infrastructure Engineer	£40,000	£50,000	£60,000	£50,000
Senior Infrastructure Engineer	£50,000	£65,000	£70,000	£65,000
Lead Infrastructure Engineer	£60,000	£70,000	£80,000	-
Network Engineer	£35,000	£45,000	£50,000	-
Senior Network Engineer	£50,000	£60,000	£70,000	-
Lead Network Engineer	£70,000	£80,000	£90,000	-
1st Line Support	£20,000	£25,000	£28,000	£24,000
2nd Line Support	£30,000	£35,000	£40,000	£35,000
3rd Line Support	£35,000	£45,000	£50,000	£45,000

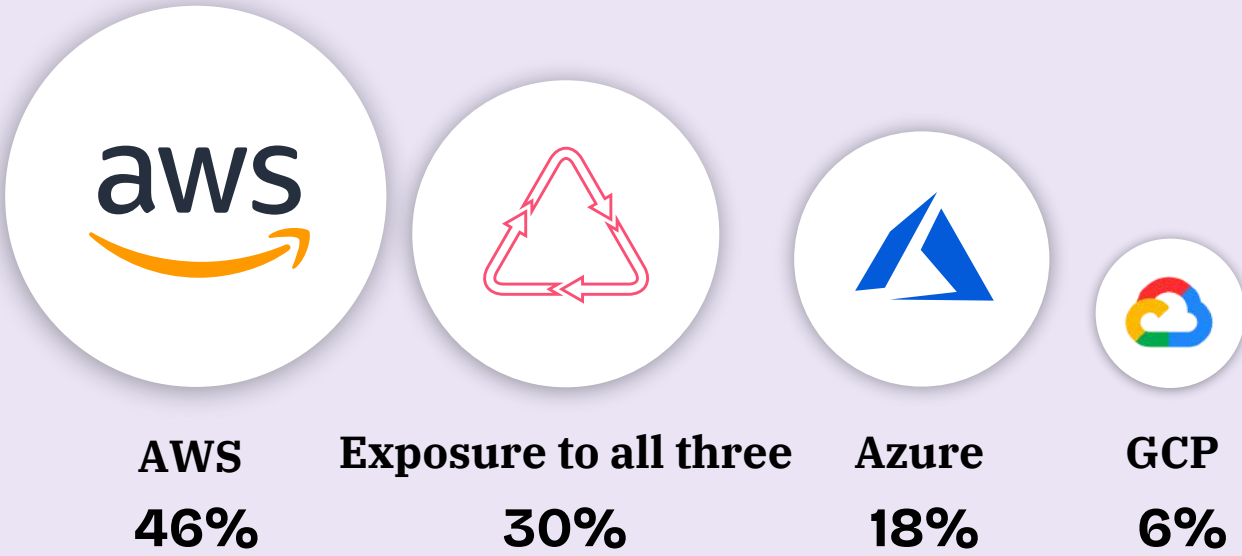
North of England

Security

	Base Salary			2023
	P25	P50	P75	Average
Security Engineer	£45,000	£55,000	£65,000	£55,000
Senior Security Engineer	£60,000	£70,000	£80,000	£70,000
Lead Security Engineer	£75,000	£85,000	£100,000	-
Security Analyst	£35,000	£40,000	£50,000	-
Senior Security Analyst	£45,000	£60,000	£70,000	-
Lead Security Analyst	£65,000	£80,000	£90,000	-

AWS continues to be the Cloud Platform of choice for DevOps & Cloud Engineers

‘If you could start your career again, knowing everything that you know now, which Cloud platform would you choose to work with?’



Source: Daniella Waterman (LinkedIn)

Data Engineering, Analytics & Data Science



Data Engineering &
Analytics Engineering

	Base Salary			2023
	P25	P50	P75	Average
Data Engineer	£55,000	£65,000	£75,000	£60,000
Senior Data Engineer	£80,000	£90,000	£100,000	£85,000
Lead Data Engineer	£90,000	£105,000	£120,000	£105,000
Principal Data Engineer	£100,000	£115,000	£130,000	£115,000
Analytics Engineer	£45,000	£55,000	£65,000	£55,000
Senior Analytics Engineer	£65,000	£75,000	£90,000	£75,000
Lead Analytics Engineer	£90,000	£100,000	£110,000	£100,000

Data Analytics &
Product Analytics

	Base Salary			2023
	P25	P50	P75	Average
Data Analyst	£40,000	£50,000	£60,000	£48,000
Senior Data Analyst	£60,000	£70,000	£80,000	£65,000
Lead Data Analyst	£80,000	£85,000	£95,000	£85,000
Product Analyst	£50,000	£55,000	£75,000	£55,000
Senior Product Analyst	£70,000	£80,000	£90,000	£75,000
Lead Product Analyst	£85,000	£95,000	£100,000	£85,000

AI

	Base Salary			2023
	P25	P50	P75	Average
AI Engineer	£70,000	£80,000	£90,000	-
Senior AI Engineer	£90,000	£105,000	£120,000	-
Lead AI Engineer	£100,000	£115,000	£140,000	-
AI Product Manager	£85,000	£105,000	£125,000	-
Head of AI	£110,000	£130,000	£150,000	-

London

Data Science

	Base Salary			2023
	P25	P50	P75	Average
Data Scientist	£55,000	£65,000	£75,000	£60,000
Senior Data Scientist	£80,000	£90,000	£100,000	£90,000
Lead Data Scientist	£90,000	£110,000	£130,000	£100,000
Principal Data Scientist	£100,000	£120,000	£140,000	£120,000
Machine Learning (ML) Engineer	£60,000	£75,000	£85,000	£65,000
Senior ML Engineer	£75,000	£90,000	£105,000	£80,000
Lead ML Engineer	£90,000	£100,000	£110,000	-
Principal ML Engineer	£90,000	£110,000	£125,000	£110,000

Unlocking commercial potential with your first Data hire

As businesses recognise the value of data early on, hiring a Data Engineer becomes crucial for turning unstructured data from multiple sources into reliable insights that drive strategic decisions.

This hire isn’t just about technical skills—it’s about finding someone who can communicate across teams, manage stakeholders, and build a strong foundation for your data function.

Read more:
[What to consider when making your first Data hire](#)



4 key skills to look for in your 1st data hire :

- **Growth Mindset:** Staying updated on emerging technologies to ensure continuous improvement in a rapidly evolving field.
- **Business Focus:** Prioritising projects aligned with company goals for maximum impact, rather than getting lost in technical details.
- **Technical Expertise:** Choosing the right tools and building scalable platforms with self-serve capabilities to empower teams.
- **Clear Communication:** Explaining technical concepts to non-technical stakeholders and driving action for progress in fast-paced environments.

Data Engineering &
Analytics Engineering

	Base Salary			2023
	P25	P50	P75	Average
Data Engineer	£35,000	£50,000	£60,000	£50,000
Senior Data Engineer	£60,000	£80,000	£95,000	£80,000
Lead Data Engineer	£80,000	£90,000	£115,000	£90,000
Business Intelligence (BI) Developer	£30,000	£45,000	£60,000	£45,000
Senior BI Developer	£60,000	£65,000	£70,000	£65,000
BI Manager	£55,000	£65,000	£70,000	£65,000
Data Architect	£70,000	£80,000	£90,000	-

Data Analytics

	Base Salary 2024			2023
	P25	P50	P75	Average
Data Analyst	£25,000	£35,000	£40,000	£35,000
Senior Data Analyst	£40,000	£50,000	£60,000	£50,000
Lead Data Analyst	£50,000	£65,000	£75,000	£65,000

Data Science

	Base Salary 2024			2023
	P25	P50	P75	Average
Data Scientist	£30,000	£45,000	£60,000	£40,000
Senior Data Scientist	£60,000	£75,000	£95,000	£70,000
Lead Data Scientist	£85,000	£95,000	£100,000	£95,000
Machine Learning (ML) Engineer	£35,000	£45,000	£60,000	£45,000
Senior ML Engineer	£60,000	£75,000	£95,000	£75,000

Product, Design & Agile Delivery



Product Management

	Base Salary			2023
	P25	P50	P75	Average
Product Manager	£65,000	£75,000	£85,000	£70,000
Senior Product Manager	£90,000	£100,000	£110,000	£90,000
Lead / Staff Product Manager	£100,000	£115,000	£130,000	£110,000
Product Owner	£60,000	£70,000	£75,000	£60,000
Senior Product Owner	£70,000	£80,000	£85,000	£80,000
Product Operations Manager	£70,000	£85,000	£100,000	-

Project Management

	Base Salary			2023
	P25	P50	P75	Average
PMO Analyst	£40,000	£50,000	£60,000	£50,000
PMO Manager	£60,000	£70,000	£80,000	£70,000
Senior PMO Manager	£70,000	£90,000	£95,000	£90,000
Project Manager	£60,000	£70,000	£80,000	£70,000
Senior Project Manager	£70,000	£85,000	£90,000	£85,000
Programme Manager	£80,000	£95,000	£100,000	£95,000
Senior Programme Manager	£100,000	£110,000	£120,000	£110,000

Agile Delivery

	Base Salary			2023
	P25	P50	P75	Average
Business Analyst	£60,000	£70,000	£75,000	£68,000
Senior Business Analyst	£75,000	£80,000	£85,000	£80,000
Scrum Master / Delivery Manager	£60,000	£75,000	£85,000	£75,000
Senior Scrum Master / Delivery Manager	£80,000	£90,000	£100,000	£80,000
Agile Coach	£80,000	£90,000	£110,000	£90,000

Product Design

	Base Salary			2023
	P25	P50	P75	Average
Product Designer	£55,000	£65,000	£75,000	£55,000
Founding Product Designer	£75,000	£90,000	£110,000	-
Senior Product Designer	£70,000	£80,000	£85,000	£80,000
Lead Product Designer	£80,000	£90,000	£100,000	£90,000
UX Researcher	£45,000	£55,000	£60,000	£55,000
Senior UX Researcher	£60,000	£70,000	£80,000	£70,000
Lead UX Researcher	£70,000	£80,000	£90,000	£80,000

Streamline your Product function with Product Operations

Product Operations (Product Ops) makes product teams more effective by streamlining processes, optimising efficiency, and enabling them to deliver maximum value. By removing obstacles that hinder collaboration and decision-making, Product Ops allows teams to focus on innovation over firefighting.

Often mistaken for project or product management, Product Ops is a distinct discipline focused on operations, efficiency, and aligning product strategy. It’s not a gap-filler but a critical function that helps product teams achieve their goals.

[Read more about the key skills
required in Product Operations.](#)

Key focus areas for Product Ops:

- **Clear Product Strategy:** Establishing frameworks that align with the product’s overall vision and mission.
- **Efficiency:** Streamlining processes, identifying measurable improvements, and using data to optimise product outcomes.
- **Product Insights:** Making actionable insights accessible across teams to ensure data-driven decisions shape the product strategy.
- **Team Support:** Acting as culture carriers, Product Ops professionals aim to make life easier for product teams and foster collaboration.

Product Management

	Base Salary			2023
	P25	P50	P75	Average
Product Manager	£40,000	£50,000	£60,000	£50,000
Senior Product Manager	£70,000	£75,000	£80,000	£75,000
Lead / Group Product Manager	£75,000	£80,000	£90,000	-
Product Owner	£40,000	£50,000	£60,000	£50,000
Senior Product Owner	£60,000	£65,000	£70,000	£60,000

Project Management

	Base Salary			2023
	P25	P50	P75	Average
PMO Analyst	£40,000	£50,000	£55,000	-
PMO Manager	£45,000	£55,000	£60,000	-
Senior PMO Manager	£55,000	£65,000	£70,000	-
Project Manager	£40,000	£50,000	£60,000	-
Senior Project Manager	£55,000	£60,000	£70,000	-
Programme Manager	£60,000	£75,000	£85,000	-
Senior Programme Manager	£85,000	£90,000	£100,000	-

Agile Delivery

	Base Salary			2023
	P25	P50	P75	Average
Scrum Master / Delivery Manager	£45,000	£55,000	£60,000	£50,000
Senior Scrum Master / Delivery Manager	£60,000	£65,000	£70,000	-
Lead Scrum Master / Delivery Manager	£75,000	£80,000	£85,000	-
Business Analyst	£45,000	£55,000	£60,000	£50,000
Senior Business Analyst	£60,000	£70,000	£75,000	-

North of England

Product Design

	Base Salary			2023
	P25	P50	P75	Average
Product Designer	£40,000	£50,000	£55,000	£50,000
Senior Product Designer	£65,000	£70,000	£75,000	£65,000
Lead Product Designer	£80,000	£90,000	£95,000	£85,000
UX Researcher	£35,000	£45,000	£55,000	£45,000
Senior UX Researcher	£40,000	£50,000	£60,000	£50,000
Lead UX Researcher	£60,000	£70,000	£75,000	-

When is it time to hire a Product Designer?

A skilled product designer will make sure your product is intuitive, visually appealing, and user-friendly—key factors for retaining your users and maximising revenue. The timing of when to make this hire depends on several factors such as the stage of your business, the skillsets in your existing team, and your products complexity.

Q’s to ask when considering the need for a Product Designer:

- How important is design to our product’s value?
- Are we getting feedback about usability issues?
- Do we have enough design skills on our team?
- Are we moving from MVP to growth & retention?
- Are usability challenges slowing down development?
- Does our product have complex interactions?
- Is brand perception critical to our market?
- Do we have the budget to support a designer?
- Are we ready to incorporate user research?
- Could a contractor address immediate design needs while we plan long-term?

Read more about how to hire your first Designer & the skills to look for:
[A Guide To Hiring Your First Product Designer](#)





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