

2026 IT Salary Guide

Market insights, salaries & hiring trends
across the UK IT landscape.



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Your 2026 Salary Guide

The Dynamic Search IT Salary Guide 2026 provides a clear, up-to-date view of the UK technology hiring market. Built using live hiring data, candidate insights, and conversations with employers across multiple sectors, this guide is designed to support smarter hiring and career decisions.

For Employers

The guide offers benchmarking insight to remain competitive, attract scarce talent, and plan workforce strategy with confidence.

For Candidates

It delivers transparency around salaries, contract rates, in-demand skills, and what employers truly value in 2026.



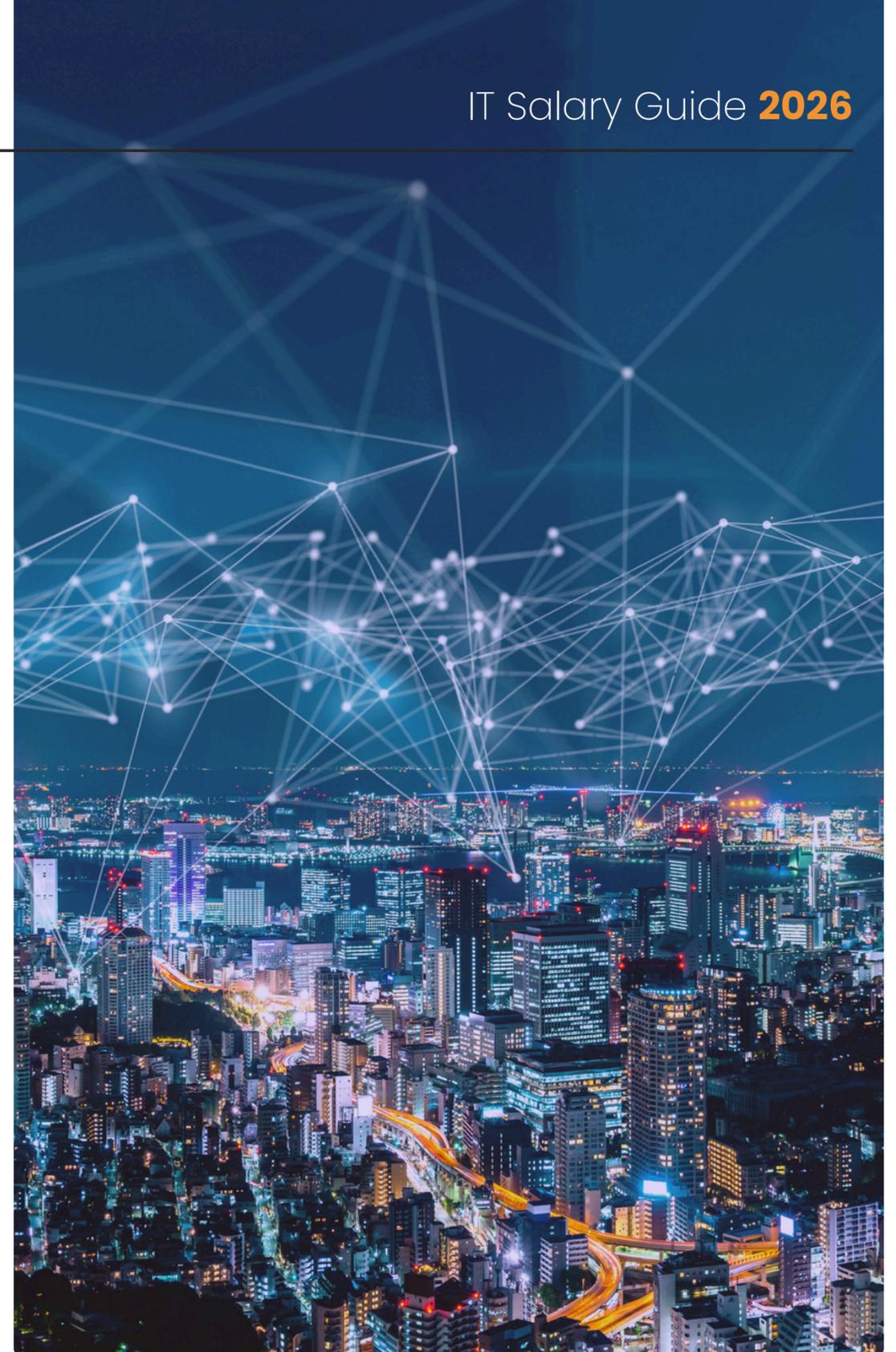
Industry Overview

2025 was another defining year for the IT industry. Businesses continued to balance cost control with the need for innovation, while talent shortages remained a constant challenge across infrastructure, security, cloud, and software development.

Cyber security threats intensified, AI adoption accelerated, and cloud optimisation replaced pure cloud migration as a priority. Hybrid working has now fully matured, with flexibility becoming an expectation rather than a benefit. Candidates are more selective, placing greater emphasis on meaningful work, progression, and stability alongside salary.

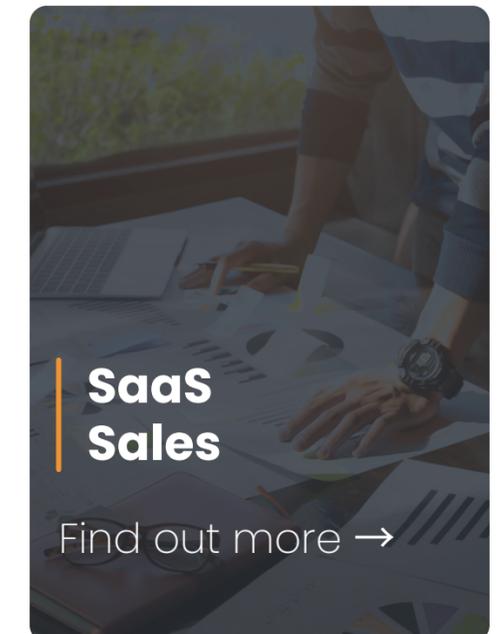
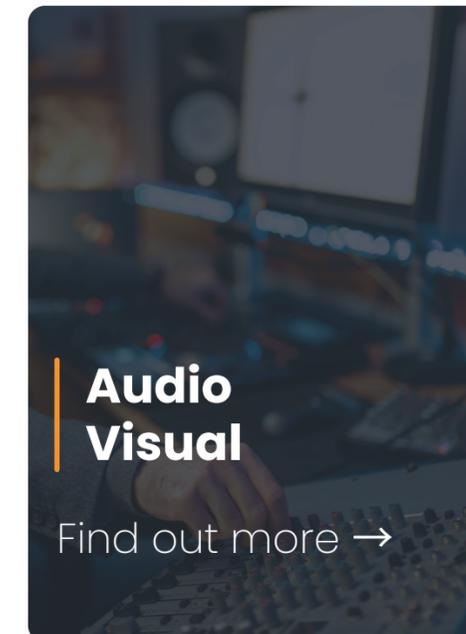
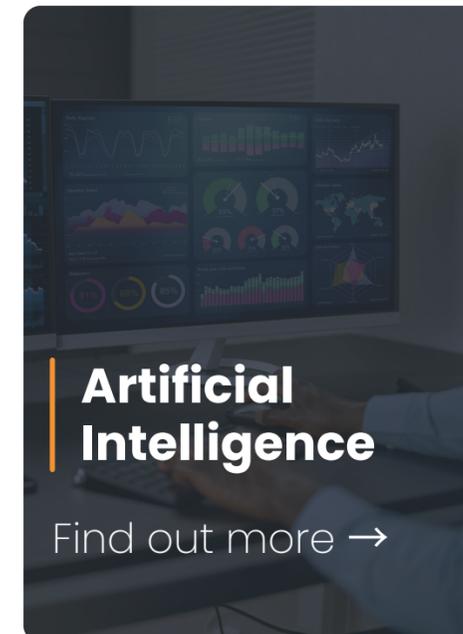
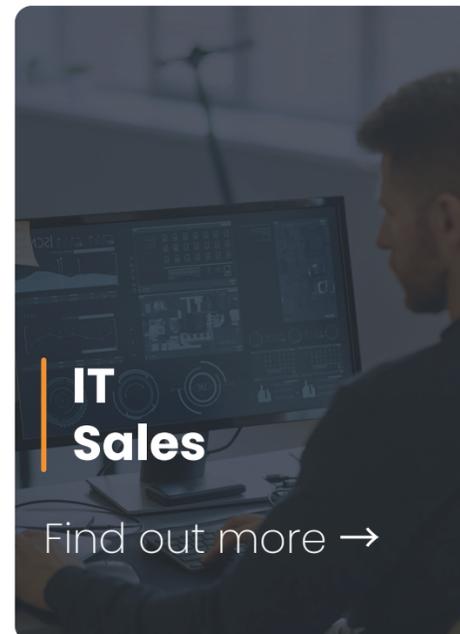
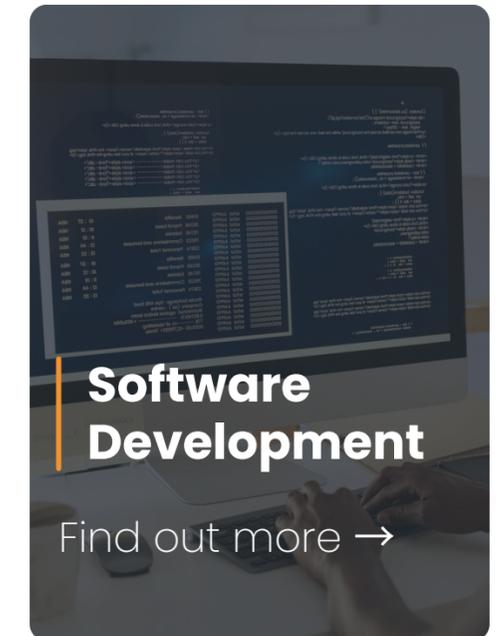
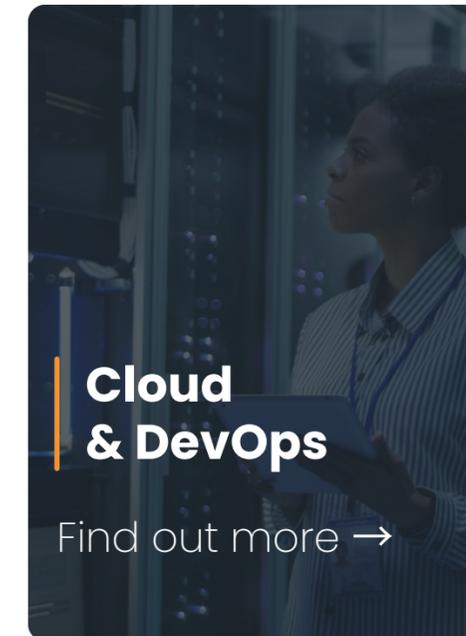
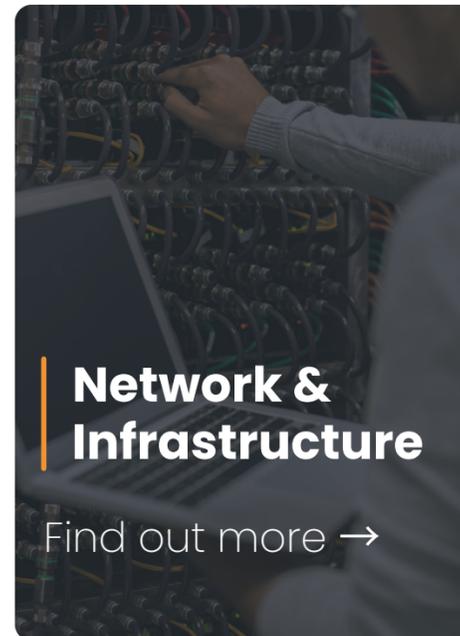
“2025 was a year of practicality for the IT market. Employers focused on delivering real impact and building resilience, while candidates became more selective about where and how they work. Heading into 2026, the organisations that prioritise people as much as technology will be the ones that attract and retain the best talent.”

John Marks, Director – Dynamic Search



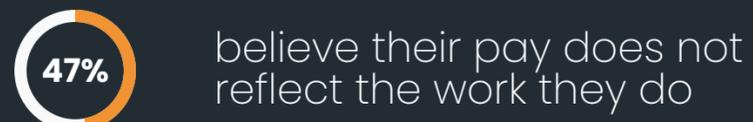
Our Expertise

While we recruit across the wider IT and technology landscape, these specialisms represent the core markets where we've built our strongest networks, delivered outstanding results, and established long-term partnerships.



Key Findings

What IT professionals value most in an employer?



Top 3 most in-demand IT jobs

- 1 Cloud & DevOps Engineers
- 2 Cyber Security Analysts / Engineers
- 3 AI Engineers

Top 3 technical skills

- 1 Cloud platforms (AWS, Azure, GCP)
- 2 Cyber security tooling & frameworks
- 3 AI & automation technologies

Top 3 soft skills

- 1 Communication & management
- 2 Problem-solving & adaptability
- 3 Accountability & ownership

Regional hiring hotspots

- London
- Manchester
- Leeds
- Birmingham

Top industries hiring IT talent

- Managed Services & Cybersecurity Providers (MSP / MSSP)
- Financial Services & FinTech
- Cloud & IT Services Providers
- E-commerce & Retail

Top certifications

- AWS / Azure Certifications
- CISSP, CISM, CEH
- Vendor-specific certifications

Network & Infrastructure

Demand for Network & Infrastructure professionals remains strong in 2026, driven by the need for stability, security, and resilient enterprise environments. Salaries reflect the ongoing shortage of experienced engineers.



Chris Armistead-Cargan

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Job Title	Permanent Per Annum £GBP	Contract Day rate £GBP
IT Support Technician	£25,000 – £32,000	£180 – £250
2nd Line Support Engineer	£30,000 – £40,000	£220 – £300
3rd Line Infrastructure Engineer	£40,000 – £50,000	£350 – £450
NOC Engineer	£35,000 – £45,000	£300 – £400
Network Engineer	£45,000 – £60,000	£400 – £550
Senior Network Engineer	£60,000 – £75,000	£500 – £650
Infrastructure Engineer	£45,000 – £60,000	£400 – £550
Network Architect	£75,000 – £95,000	£650 – £800
Infrastructure Architect	£80,000 – £100,000	£700 – £850
Head of Infrastructure	£95,000 – £125,000	£800 – £1,000

Salary ranges represent typical UK market averages. Actual salaries may vary depending on location, industry sector, company size, and individual experience.

Cyber Security

Cyber Security continues to be a candidate-led market, with organisations investing heavily to manage evolving threats. Scarcity of experienced security professionals is pushing salaries and contract rates higher.



Chris Armistead-Cargan

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Job Title	Permanent Per Annum £GBP	Contract Day rate £GBP
Junior Security Analyst	£30,000 – £40,000	£300 – £400
Cyber Security Analyst	£40,000 – £55,000	£400 – £500
SOC Analyst	£38,000 – £50,000	£350 – £450
Security Engineer	£55,000 – £75,000	£500 – £650
Penetration Tester	£50,000 – £70,000	£500 – £650
Security Consultant	£65,000 – £85,000	£600 – £750
GRC Analyst	£55,000 – £75,000	£450 – £600
Security Architect	£80,000 – £105,000	£750 – £900
SOC Manager	£80,000 – £100,000	£700 – £850
Head of Cyber Security	£100,000 – £135,000	£900 – £1,100

Salary ranges represent typical UK market averages. Actual salaries may vary depending on location, industry sector, company size, and individual experience.

Cloud & DevOps

Cloud & DevOps talent is in high demand as businesses focus on optimisation, automation, and reliability. Engineers with strong platform and delivery experience are commanding premium salaries.



Joe Walmsley

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Job Title	Permanent Per Annum £GBP	Contract Day rate £GBP
Cloud Support Engineer	£35,000 – £50,000	£300 – £400
Cloud Engineer	£50,000 – £70,000	£450 – £600
DevOps Engineer	£60,000 – £80,000	£550 – £700
Platform Engineer	£65,000 – £85,000	£600 – £750
Site Reliability Engineer	£65,000 – £90,000	£600 – £750
Senior DevOps Engineer	£80,000 – £100,000	£700 – £850
Cloud Consultant	£80,000 – £100,000	£700 – £850
Solutions Architect	£85,000 – £110,000	£750 – £900
Cloud Architect	£90,000 – £120,000	£800 – £950
Head of Cloud	£110,000 – £140,000	£900 – £1,100

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Software Development

Software Developers remain central to digital growth in 2026, particularly across backend and full-stack roles. Competition for experienced engineers continues to drive salary growth.



Mark Humphreys

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Job Title	Permanent Per Annum £GBP	Contract Day rate £GBP
Graduate Developer	£28,000 – £35,000	£200 – £280
Junior Developer	£30,000 – £45,000	£250 – £350
Software Engineer	£45,000 – £60,000	£400 – £500
Backend Developer	£50,000 – £70,000	£450 – £600
Full Stack Developer	£50,000 – £70,000	£450 – £600
Senior Software Engineer	£65,000 – £85,000	£550 – £700
Lead Developer	£80,000 – £100,000	£650 – £800
Software Architect	£90,000 – £110,000	£750 – £900
Engineering Manager	£90,000 – £115,000	£800 – £950
Head of Engineering	£110,000 – £140,000	£900 – £1,100

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IT Sales

IT Sales professionals are critical to revenue growth, with employers seeking consultative sellers who understand complex solutions. Competitive base salaries and OTE packages remain essential.



Ben Scholey

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Job Title	Permanent Per Annum £GBP	OTE Per Annum £GBP
Sales Development Representative	£30,000 – £40,000	£50k – £60k
Business Development Executive	£35,000 – £45,000	£60k – £75k
Business Development Manager	£40,000 – £55,000	£70k – £90k
Account Manager	£45,000 – £65,000	£80k – £100k
Account Executive	£50,000 – £70,000	£100k – £130k
Enterprise Account Executive	£70,000 – £90,000	£140k – £180k
Channel Sales Manager	£65,000 – £85,000	£120k – £150k
Sales Manager	£70,000 – £90,000	£130k – £160k
Head of Sales	£95,000 – £120,000	£170k – £210k
Sales Director	£110,000 – £140,000	£200k – £250k

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Artificial Intelligence

AI hiring continues to accelerate as organisations move from experimentation to implementation. Limited talent supply is driving significant salary increases across the sector.



Mark Humphreys

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Job Title	Permanent Per Annum £GBP	Contract Day rate £GBP
Junior Data Analyst	£28,000 – £38,000	£250 – £350
Data Analyst	£40,000 – £55,000	£350 – £450
Data Engineer	£50,000 – £70,000	£450 – £600
Data Scientist	£50,000 – £70,000	£450 – £600
Machine Learning Engineer	£65,000 – £90,000	£600 – £750
AI Engineer	£75,000 – £100,000	£650 – £850
NLP Engineer	£75,000 – £100,000	£650 – £850
AI Consultant	£85,000 – £110,000	£750 – £900
AI Architect	£100,000 – £130,000	£900 – £1,100
Head of AI	£120,000 – £160,000	£1,000 – £1,300

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Audio Visual

Audio Visual demand remains consistent as organisations invest in modern, hybrid-ready workplaces. Salaries reflect increasing technical complexity and client-facing requirements.



Jonathan Vaggers

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Job Title	Permanent Per Annum £GBP	Contract Day rate £GBP
AV Technician	£25,000 – £32,000	£200 – £280
AV Support Technician	£28,000 – £36,000	£220 – £300
AV Engineer	£35,000 – £50,000	£300 – £400
AV Installation Engineer	£40,000 – £55,000	£350 – £450
AV Design Engineer	£45,000 – £60,000	£400 – £500
Senior AV Engineer	£50,000 – £65,000	£400 – £500
AV Project Manager	£55,000 – £75,000	£450 – £600
AV Consultant	£65,000 – £85,000	£550 – £700
AV Technical Manager	£75,000 – £90,000	£600 – £750
Head of AV	£85,000 – £105,000	£700 – £850

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SaaS Sales

SaaS Sales remains highly competitive, with employers prioritising candidates who can manage full sales cycles and long buying journeys. Strong performers continue to command high OTE packages.



Sophie Holmes

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Job Title	Permanent Per Annum £GBP	OTE Per Annum £GBP
SDR / BDR	£30,000 – £40,000	£50k – £60k
Junior Account Executive	£40,000 – £50,000	£70k – £90k
Account Executive	£45,000 – £65,000	£90k – £120k
Mid-Market Account Executive	£55,000 – £75,000	£110k – £140k
Enterprise Account Executive	£70,000 – £90,000	£140k – £180k
Customer Success Manager	£50,000 – £70,000	£80k – £100k
Strategic Account Manager	£65,000 – £85,000	£120k – £150k
Sales Manager	£75,000 – £95,000	£140k – £170k
Sales Director	£100,000 – £130,000	£180k – £220k
VP Sales	£130,000 – £160,000	£220k – £300k

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Partner with Dynamic Search

Whether you are hiring IT talent or exploring your next career move, Dynamic Search provides expert guidance rooted in deep market knowledge. We operate at the centre of the UK technology market, giving both clients and candidates access to insight, opportunity, and long-term partnership.

Our approach is built on transparency, delivery, and expertise. We don't just fill roles, we build teams, shape careers, and support growth across the IT landscape.

| Specialist Market Expertise

Our recruiters focus exclusively on their IT specialisms, giving you insight and relevant opportunities.

| Exclusive Access

Connecting employers to hard-to-reach talent and candidates to roles not always advertised.

| Insight-Led Guidance

We provide clear, data-driven advice on salaries, hiring trends, and career progression.

| Long-Term Partnership

We prioritise lasting relationships, supporting ongoing hiring needs and long-term career growth.



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