



Fulfilled Talent Annual Salary & Hiring Guide 2025.

Marketing | eCommerce | Digital

fulfilled.

Welcome to the **Fulfilled** Salary & Hiring Guide 2025

Welcome to the Fulfilled Salary & Hiring Guide 2025.

The eCommerce landscape in 2025 continues to thrive despite economic fluctuations, demanding talent who can quickly adapt, innovate, and implement solutions across various marketing and digital roles. AI and automation continue to shape roles, increasing demand for talent with technical acumen and adaptability. At Fulfilled, our goal is to help you attract, retain, and advance your teams and careers with clear insights and benchmarks.



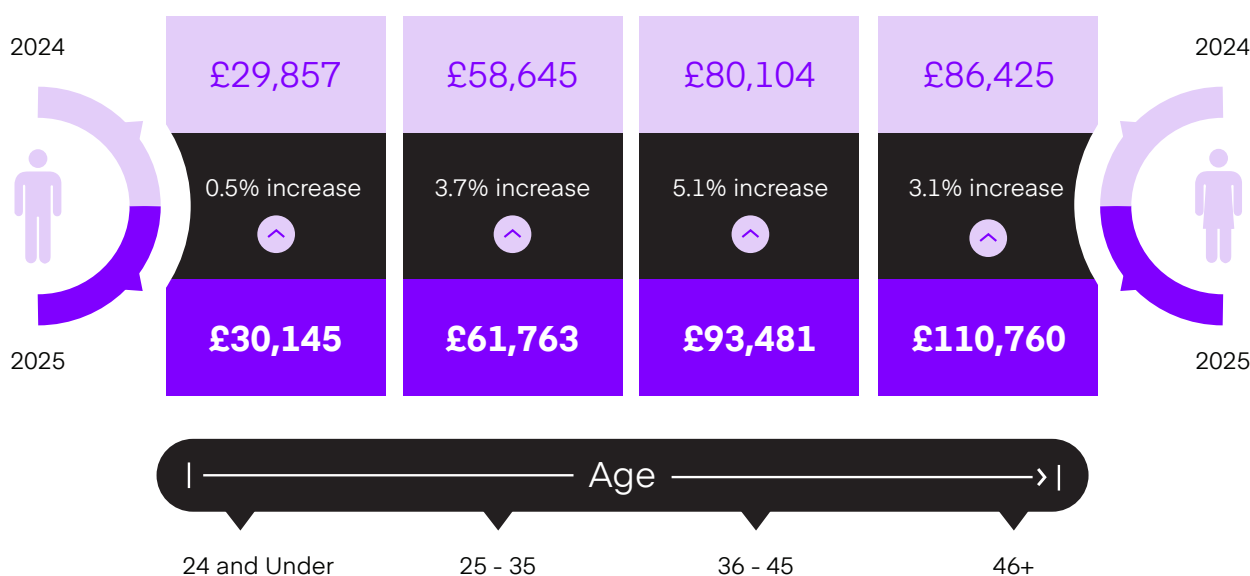
Best, *Luke*



Your Annual Salary Review

As we step into this new year, whispers of concern echo amidst the background of unpredictability. Will these murmurs paint a vivid picture in the canvas of eCommerce salaries? Brace yourself for your annual salary review—let's uncover the evolving landscape together!

Average eCommerce salaries by age bracket



Average eCommerce salaries throughout the years



The eCommerce world is buzzing with excitement as the average industry salary gets another boost, kicking off our 2025 report with a bang!

But wait, there's a twist in the tale! Fresh faces entering this vibrant industry might spot a slight dip in their starting salaries. Why, you ask? Well, many budding professionals are opting for remote roles, willingly trading a bit of their salary for the freedom it offers. And guess what's at the top of their wish list? It's not just salary figures; it's all about growth and the journey ahead!

So, who's on the rise in the salary dance this year?

eCommerce Salaries

In 2025, the eCommerce sector remains resilient despite economic challenges.

Businesses increasingly seek professionals with cross-functional expertise to tackle complex consumer behaviours and optimise conversion and retention strategies. Demand for senior roles, especially strategic leadership, remains strong, highlighting the necessity for clear, data-driven growth plans.

Job Title

eCommerce Assistant	£25,000 - £32,000
eCommerce Executive	£30,000 - £42,000
eCommerce Manager	£45,000 - £65,000
Senior eCommerce Manager	£65,500 - £85,000
Head of eCommerce	£85,000 - £120,000
eCommerce Director	£120,000 - £180,000+
Product Executive	£32,500 - £40,000
Product Manager	£45,000 - £65,000
Senior Product Manager	£70,000 - £90,000
Head of Product	£100,000 - £145,000
Online Merchandising Executive	£26,500 - £37,500
Senior Online Merchandiser	£45,000 - £60,000
Head of Online Merchandising	£70,000 - £110,000
eCommerce Trading Executive	£32,500 - £42,500
eCommerce Trading Manager	£45,000 - £65,000
Marketplace Director	£75,000 - £120,000
Online Marketplace Executive	£35,000- £45,000
Online Marketplace Manager	£50,000 - £70,000
Marketplace Director	£75,000 - £115,000

Digital Marketing Salaries

Digital Marketing professionals increasingly require cross-channel expertise. Roles blending analytical and creative skills continue to be highly prized as businesses aim to maximise returns on marketing investments. Automation and AI knowledge are essential, significantly shaping the responsibilities and expectations of these roles.

Job Title	
Digital Marketing Executive	£28,000 - £36,000
Digital Marketing Manager	£40,000 - £70,000
Senior Digital Marketing Manager	£65,000 - £100,000
Head of Digital Marketing	£90,000 - £130,000
Affiliate Marketing Executive	£30,000 - £36,500
Affiliate Marketing Specialist	£35,000 - £45,000
Affiliate Marketing Manager	£45,000 - £60,000
Head of Affiliate Marketing	£70,000 - £95,000
Performance Marketing Specialist	£28,000 - £40,000
Performance Marketing Manager	£50,000 - £75,000
Head of Performance Marketing	£70,000 - £95,000
Director of Performance Marketing	£90,000 - £150,000
PPC Executive	£27,000 - £35,000
PPC Manager	£40,000 - £60,000
Senior PPC Manager	£60,000 - £80,000
Head of PPC	£80,000 - £115,000+

Job Title

SEO Executive	£27,000 - £38,000
SEO Manager	£40,000 - £65,000
Senior SEO Manager	£60,000 - £85,000
Head of SEO	£80,000 - £110,000+
CRM/Email Executive	£28,000 - £38,000
CRM/Email Manager	£40,000 - £65,000
Senior CRM/Email Manager	£65,000 - £85,000
Head of CRM & Email	£85,000 - £120,000+
Content Executive	£90,000 - £150,000
Director of Performance Marketing	£25,000 - £35,000
Content Manager	£40,000 - £60,000
Senior Content Manager	£60,000 - £85,000+
Head of Content	£75,000 - £110,000+





Traditional Marketing Salaries

Traditional marketing roles increasingly demand digital skill sets due to evolving consumer behaviours. Businesses seek professionals who blend traditional marketing know-how with digital fluency, maintaining brand consistency across multiple channels. Content creation and storytelling skills remain particularly valuable.

Job Title	
Marketing Assistant	£25,000 - £35,000
Marketing Executive	£32,000 - £45,000
Marketing Manager	£40,000 - £70,000
Senior Marketing Manager	£65,000 - £90,000+
Head of Marketing	£85,000 - £120,000+

Sales & Partnership Salaries

Job Title

Inbound BDR	£30,000 - £45,000
Senior Inbound BDR	£40,000 - £60,000
Outbound BDR	£35,000 - £50,000
Senior Outbound BDR	£45,000 - £60,000
Account Executive	£45,000 - £70,000
Senior Account Executive	£65,000 - £100,000
Head of Sales	£85,000 - £125,000
Sales Director	£100,00 - £150,000
Partnerships Executive	£25,000 - £40,000
Partnerships Manager	£35,000 - £60,000
Senior Partnerships Manager	£55,000 - £90,000
Head of Partnerships	£85,000 - £115,000
Director of Partnerships	£100,000 - £150,000



Design, Development & Creative Salaries

Job Title

Junior Digital Designer	£27,000 - £35,000
-------------------------	-------------------

Mid-Weight Digital Designer	£34,000 - £44,000
-----------------------------	-------------------

Senior Digital Designer	£45,000 - £65,000
-------------------------	-------------------

Director/Head of Digital Design	£80,000 - £110,000
---------------------------------	--------------------

Junior Developer	£25,000 - £32,500
------------------	-------------------

Front End Developer	£35,000 - £50,000
---------------------	-------------------

Back End Developer	£42,500 - £67,500
--------------------	-------------------

Full Stack Developer	£50,000 - £70,000
----------------------	-------------------

Shopify Developer	£35,000 - £55,000
-------------------	-------------------

Senior Shopify Developer	£50,000 - £70,000
--------------------------	-------------------

Lead Shopify Developer	£80,000 - £110,000
------------------------	--------------------

Head of Development	£70,000 - £85,000
---------------------	-------------------

Junior UX Designer	£30,000 - £40,000
--------------------	-------------------

UX Designer	£38,000 - £60,000
-------------	-------------------

Senior/Lead UX Designer	£70,000 - £90,000
-------------------------	-------------------

Head of UX	£90,000 - £120,000
------------	--------------------

Junior Graphic Designer	£25,000 - £28,000
-------------------------	-------------------

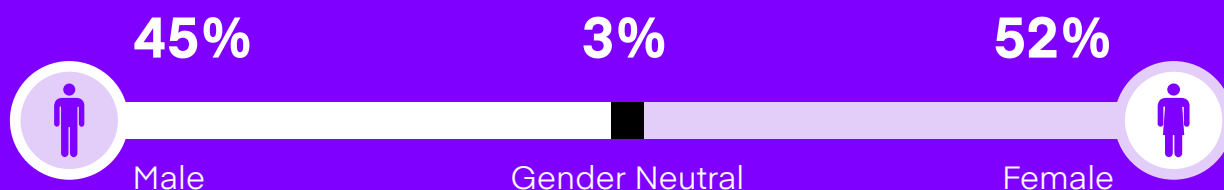
Graphic Designer	£30,000 - £40,000
------------------	-------------------

Senior Graphic Designer	£45,000 - £60,000
-------------------------	-------------------

Head of Design	£60,000 - £80,000
----------------	-------------------

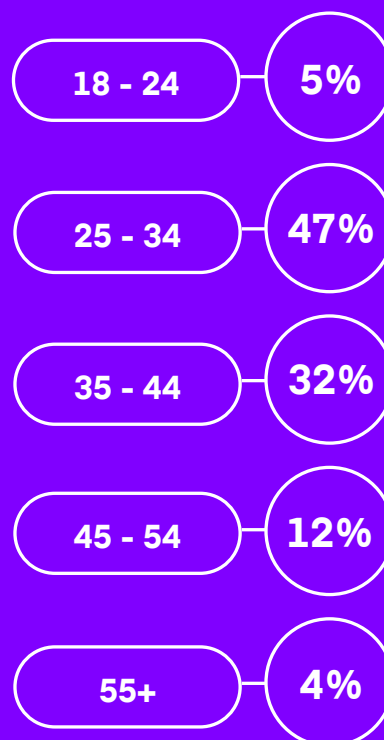
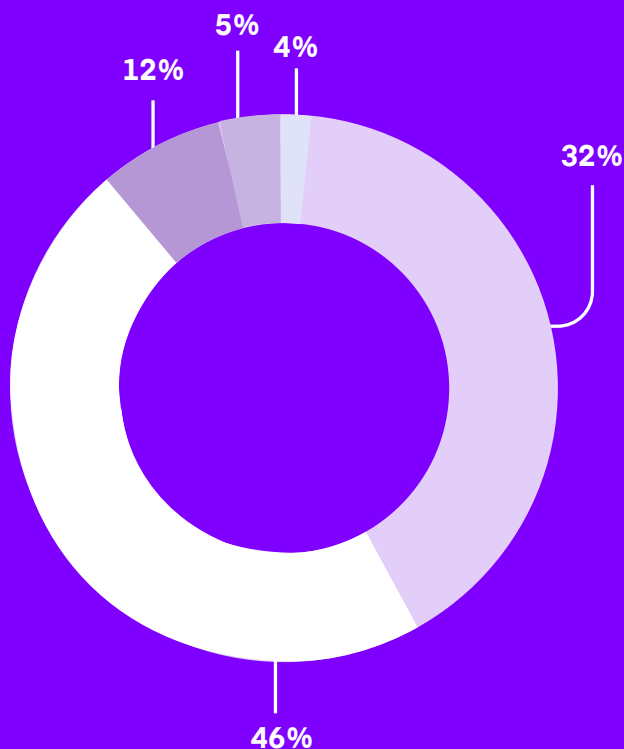
Introducing the eCommerce Mavericks

Let's take a peek behind the curtain and meet the brilliant minds shaping our 2025 respondent demographics.

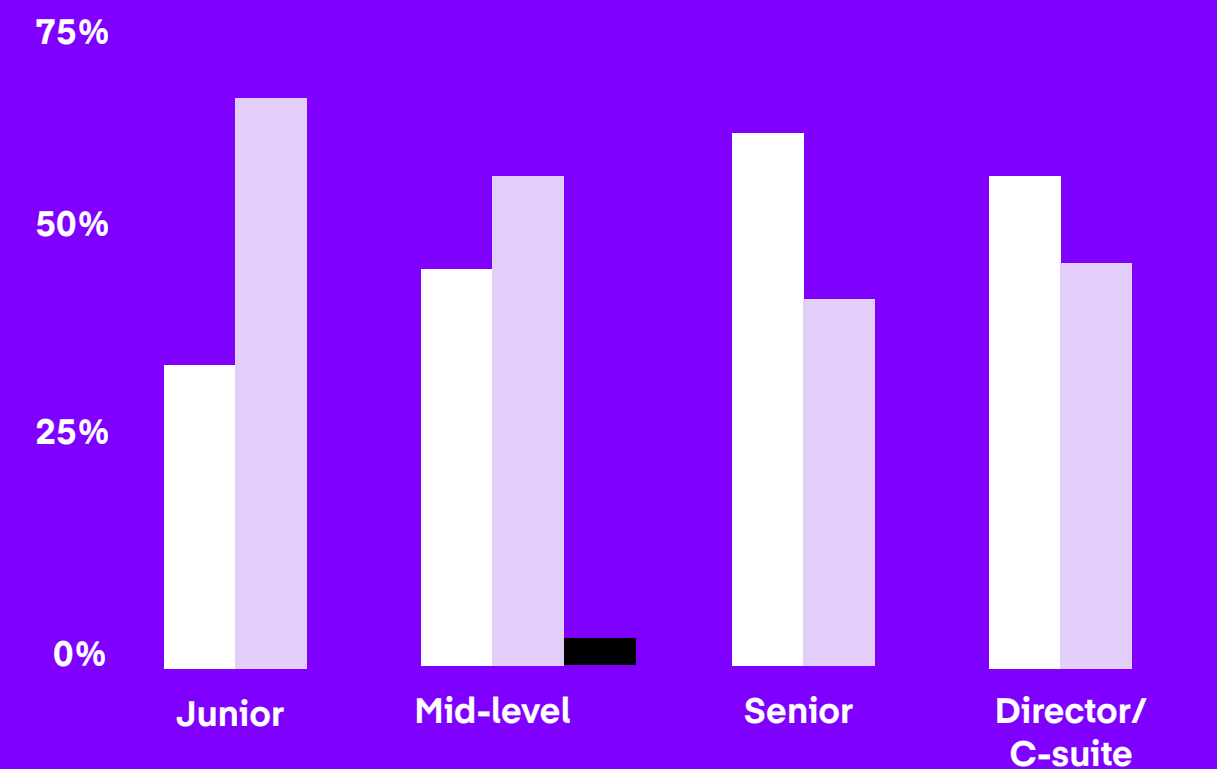


***To note, we included a diverse range of gender identities, including Transgender, Non-Binary and those that prefer not to say.**

Age brackets



Seniority by Gender



Key:

● Male

● Female

● Gender neutral

Junior

Male 31%

Female 69%

Mid-level

Male 42%

Female 54%

Gender Neutral 3%

Senior

Male 59%

Female 41%

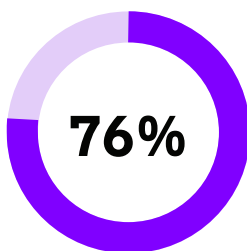
Director / C-suite

Male 55%

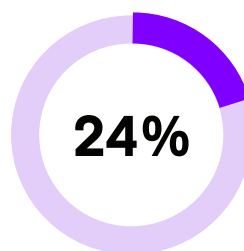
Female 45%

The eCommerce Leader's Adventure

Alright, let's peek behind the eCommerce management curtain! Are these leaders rockin' the office vibe, blending it up with a hybrid twist, or fully embracing the remote life?



Hybrid



Fully remote

Seems like leaders prefer the out-of-office groove, but are they nudging their crew in the same direction?

How are these eCommerce captains coaxing their teams back into the office spotlight?



Our eCommerce maestros chimed in with their views! A whopping 27% chose 'Other', opting for a happy remote or hybrid team setup. The word on the digital streets? When rallying the troops back to the office, it's all about team bonding and grabbing those golden learning chances!

How do the eCommerce top dogs nurture well-being, mental health, and that elusive work-life balance within their leadership squads?

Flexible working: **94%**

Realistic workload: **51%**

Free annual leave days, Birthdays, etc: **35%**

Flexibility's the name of the game in most eCommerce circles. This perk's a game-changer, boosting team spirits, well-being, and the elusive work-life juggle. It's awesome to see companies recognising this golden ticket!

The eCommerce Employee Chronicles!

Is it back-to-the-office vibes or is remote work still the golden ticket for employees? We've peeked into how employers feel about supporting their teams' mental well-being, but the million-dollar question remains: Do the employees feel the love and support?

Alright, spill the beans! Are our eCommerce heroes dominating the office space, rocking a hybrid groove, or surfing the waves of full-time remote work?



Seems like eCommerce bigwigs are handing out more flexible work passes, putting hybrid work on a pedestal. They're aiming for that sweet spot—a blend of WFH freedom and the social buzz of office life for their teams.

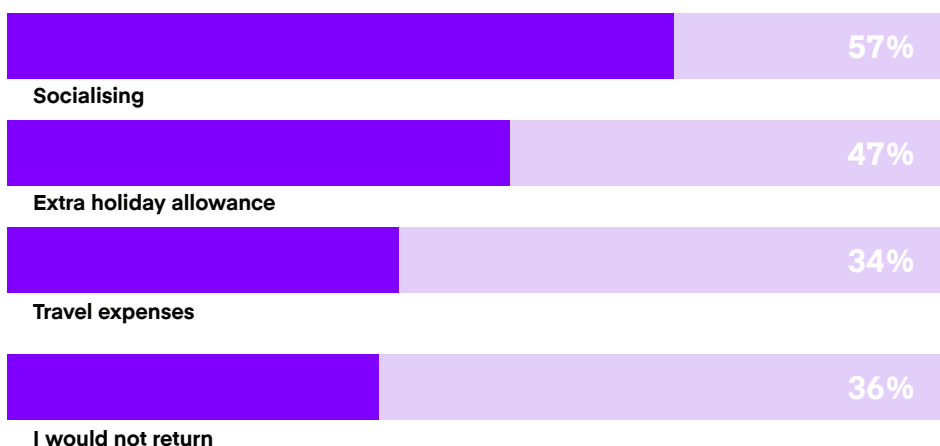
What workplace goodies are employees willing to bid adieu to in exchange for a bigger paycheck?



Looks like employers and employees are at a perk crossroads! While bosses believe free snacks and drinks might lure their squad back to the office, employees aren't biting the bait that easily.

Life as an eCommerce Employee

What's the secret ingredients to coax employees back to the office?



Extra holiday days? Employers are catching on to that sweet treat, and guess what? Employees are nodding along in agreement! But hey, there's a squad that's saying 'Nope' to the office, even if it rains perks!

**Let's peek at the satisfaction scoreboard:
What's the average score for job happiness?**

6.3/10



This year

6/10



Last year

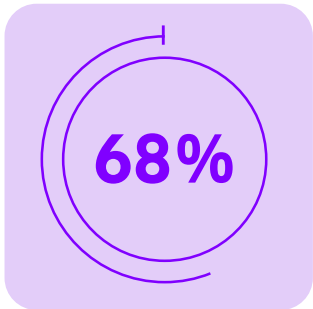
Seems like we're seeing a plateau in job satisfaction scores over the years, not a nosedive but no rocket boost either. Flexibility at work seems to be a win-win for both bosses and employees, but there's a cosmic gap in workload perceptions.

While over half of the employers pat themselves on the back for fair workloads, only a quarter of the team agrees. And hey, as eCommerce leaders brainstorm office comeback strategies, are they missing the boat for those who'd rather stay remote?

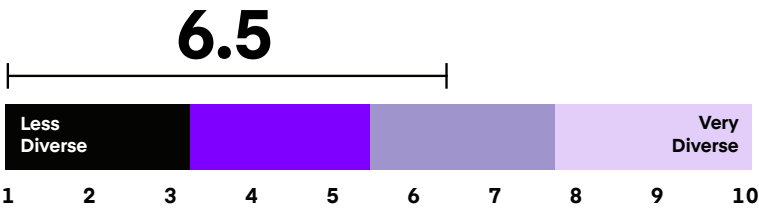
2025: The year for eCommerce leaders to dive deep and ask the big Qs, figuring out what truly sparks joy in their teams to build a happy, supercharged squad!

Diversity and Inclusion

Curious about the diversity vibe in eCommerce teams? We’ve got the lowdown! While we’ve previously tapped into the group pay gap, this time, we’ve broadened the conversation to tackle everything from ageism to disability discrimination and beyond.

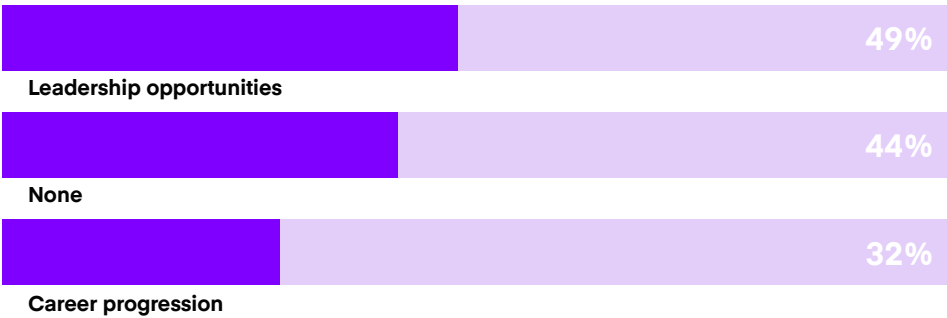


Feel that their organisation actively promotes diversity and inclusion.



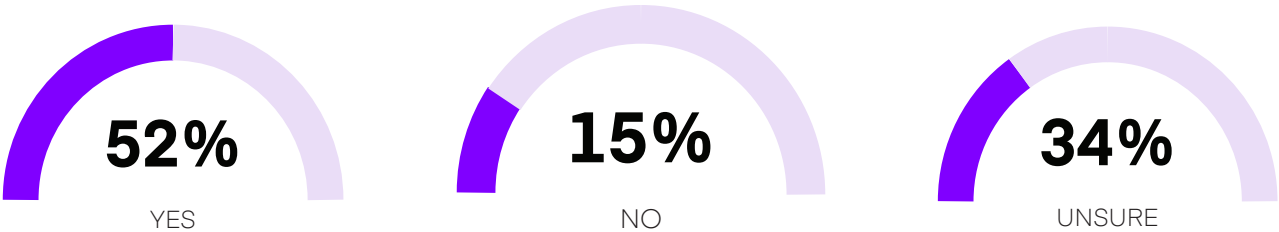
Is the average score of workforce diversity. (on a scale of 1-10)

Do you feel there is a gender disparity in any areas of your role?



Gender disparity remains a concern in eCommerce, particularly in leadership and career progression. While some see no imbalance, are businesses doing enough to ensure equal opportunities across all levels?

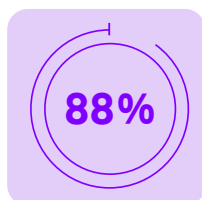
Do you feel that you’re compensated fairly in comparison to other genders?



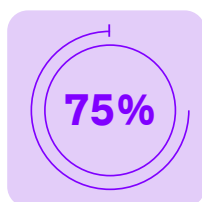
Over half of respondents feel they are compensated fairly, but uncertainty remains high, with many unsure how their pay compares across genders. This suggests a need for greater transparency in salary structures to build confidence and ensure true pay equality in eCommerce.

Mental Health and Wellbeing

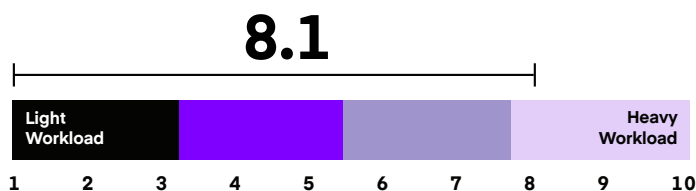
How do you work best?



82% of management revealed they prefer their team in a hybrid capacity.

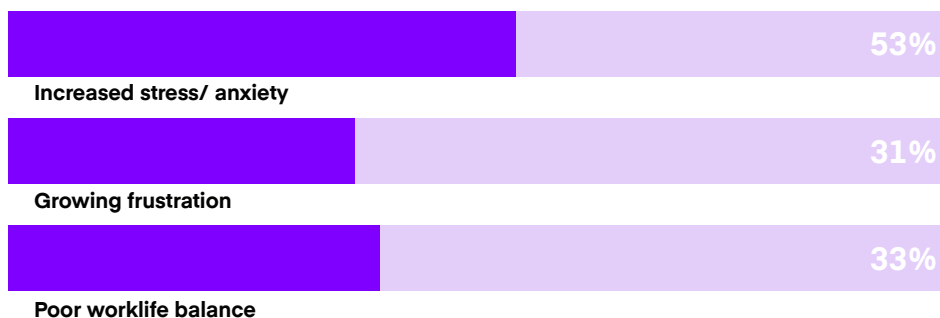


Revealed they perform best when working in a hybrid capacity.



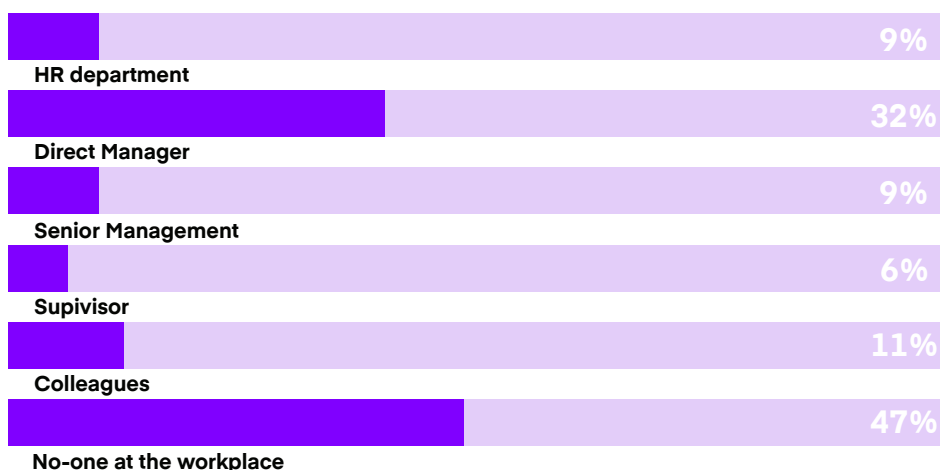
Respondents rated their eCommerce workload 7.8 with 10 indicating a very heavy workload.

The impact of workload on mental health.



48% believe there is an open-door policy to discuss these concerns.

Whose door is open?



Fewer to more eCommerce professionals feel there is an open-door policy to discuss workplace concerns, dropping from 41% last year to just 48%.

Decoding the Money Maze

Have salaries seen an uptick, downturn, or kept steady?



It's an absolute delight to witness a majority of our survey rockstars enjoying a boost in their compensation lately. Whether they've been turbo-charging their skills in eCommerce and Digital realms or diving headfirst into added responsibilities, this upbeat response from the eCom industry is like a sunny day in challenging financial times.

A smaller bunch of our champs have seen steady paychecks. Hey, six months is just a blip on the radar, and there's a world of potential for salary hikes in 2025. We're eagerly waiting to see those mid-year promotions and pay jumps that groove along with the ever-changing economic beats.

Now, for the teeny-tiny 2% who saw a dip in their pay—while it's a minor blip, it's a bummer to see seasoned pros facing a paycheck rollercoaster. It could be companies navigating financial twists, revamping structures, or scaling down efforts. Some businesses tighten the purse strings to dodge layoffs.

The benchmarks may have done the shuffle, but hey, more folks saw a pay hike. We might see this shift in the future, but right now, it's all smiles with that positive salary growth!

Are eCommerce rockstars leveling up their job game?

In the survey crew, 19% shouted out a change in their job title since the year kicked off. Sure, it might not scream "Promotion Party," but hey, sneaky moves for higher pay checks under the same job title? That's some pro-level maneuvering!

Will we witness an explosion of promotions in the eCommerce cosmos by year-end? Buckle up, folks, 'cause we're on the edge of our seats, eagerly waiting for the job title fireworks!

Let's Chat.

At Fulfilled, we're revolutionising recruitment by making it frictionless. We leverage the latest technology and AI to ensure a seamless experience for both job seekers and employers.

Our unique pricing model reflects our commitment to transparency and value. We offer a 10% fee upfront with a 60-day money-back guarantee, ensuring you receive quality candidates without breaking the bank.

Whether you're a retailer, tech partner, or eCommerce agency, our expertise spans across the eCommerce landscape. We've successfully assisted over 50 eCommerce businesses in the last 12 months, saving them an average of £5k per hire.

Ready to transform your hiring process?

Connect with us today:

Email: hello@fulfilledtalent.com

Phone: +44 7377 457250

Website: www.fulfilledtalent.com