

SODA

Salary Guide 2023/EU/UK

We are on a mission to build diversity, create inclusion and encourage workplace innovation

We are Trust in SODA. The global digital tech staffing experts. We are a next generation tech-enabled recruitment specialist. We can help you to achieve a culture of belonging where diversity is the default and support you to find amazing talent from our unique networks. At Trust in SODA, inclusion is the norm, not the exception. Trust our people. Trust our network. Trust In SODA.



Introduction

Our salary insights and day rate ranges have been developed through our extensive research and knowledge of the recruitment market. This guide is beneficial for job seekers, employers, and employees looking to align remuneration with the wider market and benchmark salaries for technology talent.

Tech has the power to reshape, disrupt and transform the world we live – this includes our jobs and the future of work. Explore the latest hiring trends and uncover our complete 2023 salary guide below.

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Software Engineering. DevOps.
Product Management.
Data. Design. Marketing &
Sales. DevOps. Data. Design.
Marketing & Sales.

● The industries we serve

AI & ML

SAAS

HEALTHTECH
& MEDTECH

FINTECH

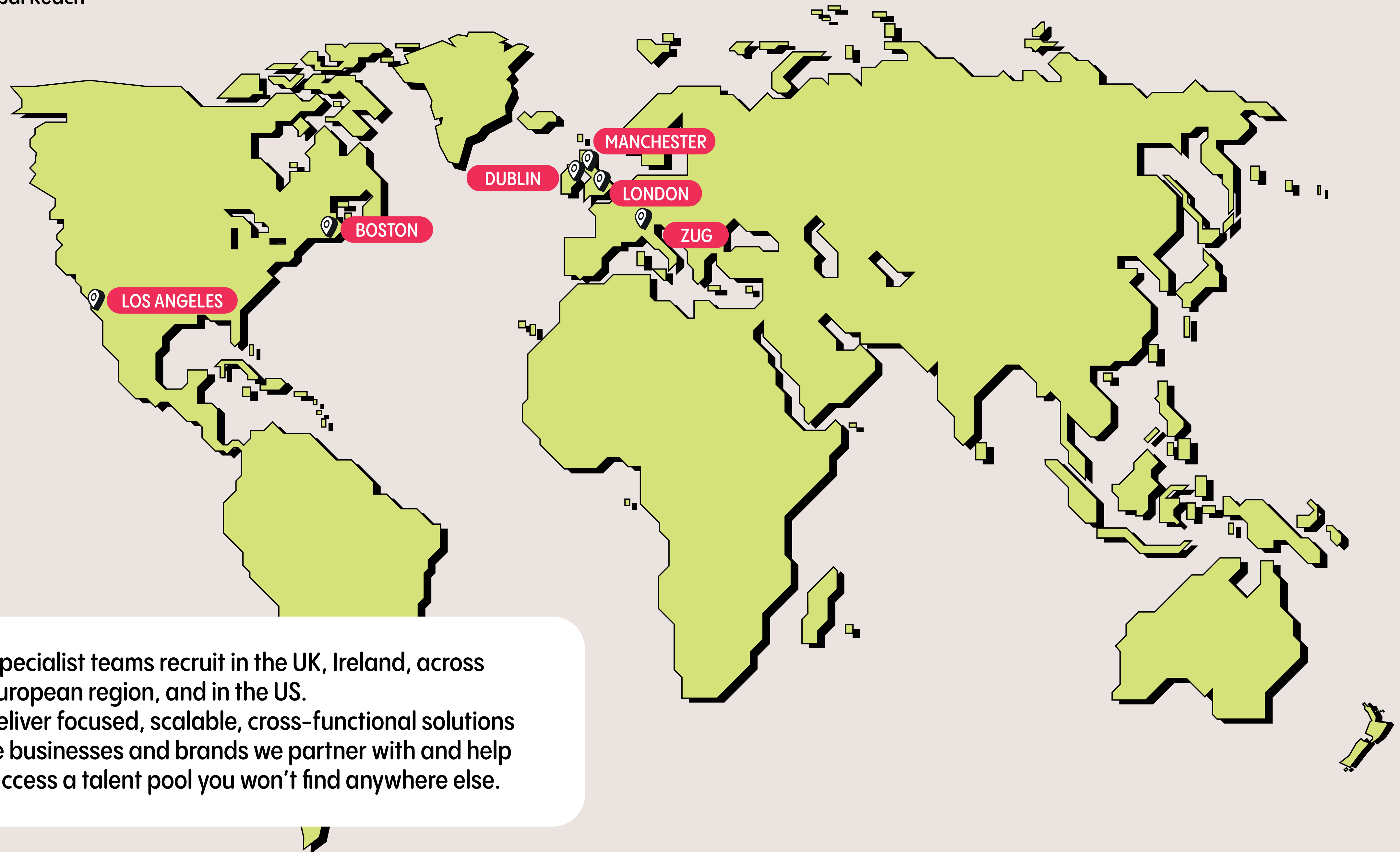
PRIVATE
EQUITY & VC

DIGITAL
MARKETPLACE

AUTOMOTIVE

CONSULTANCIES

BIOTECH



Our specialist teams recruit in the UK, Ireland, across the European region, and in the US. We deliver focused, scalable, cross-functional solutions to the businesses and brands we partner with and help you access a talent pool you won't find anywhere else.

● Why Choose SODA

1 Why Choose Soda

Specialists

We have specialists in Software Engineering, DevOps, Product Management, Data, Design and Marketing & Sales.

2 Why Choose Soda

Diversity & Inclusion

We are leading the DEIB conversation and building diverse recruitment practices.

3 Why Choose Soda

Track Record

We have a proven track record in helping renowned tech-enabled businesses to scale high-performing teams.

4 Why Choose Soda

Industry Leading

We are an industry-leading community & data-driven talent partner with a wealth of knowledge and experience in the digital tech

5 Why Choose Soda

International Reach

We have access to an international digital community, organically grown from our communities, under SODA Social, and Women in DevOps.

6 Why Choose Soda

Adaptable approach

We have flexible and scalable product solutions with an adaptable approach.



185,000+ → DIGITAL TECH CANDIDATES ON OUR DATABASE

75% → FINAL TO PLACEMENT

623 → PLACEMENTS FILLED IN THE LAST 12 MONTHS

75% → JOB FILL RATE

6:1 → CV SENT TO PLACEMENT

120,000+ → SOCIAL MEDIA FOLLOWERS

4:1 → 1ST INTERVIEW TO PLACEMENT

94% → OF CANDIDATES ARE OFFERED FROM FINAL



● Our Communities

Our community groups help us to deliver our mission, by creating platforms for knowledge and positive change, and unique, diverse talent pools

SODA
SOCIAL

SODA Social events include panellists and hosts who are thought-leaders from global companies including Headspace, HelloFresh and Deloitte. Oversubscribed and cutting edge, the events are aimed at digital tech professionals, enabling our community to gain unique insights.

WOMEN
IN DEVOPS

We established WIDO in 2017 to address the issue of gender imbalance in the DevOps industry. Our unique platform has become a global movement and now amplifies the voices of all minority groups within DevOps through events, podcasts, blogs and more.


IN PRODUCTION

CVIP is a community that inspires, educates, and encourages future leaders in tech. Our aim is to spotlight thought leaders, provide a platform for honest and open discussion, and grow a thriving network of talented tech professionals, in the most equitable way.

● Our Impact

Our vision, values, mission, and impact metrics are designed to align with our 5-year strategy, whilst holding ourselves accountable for key outcomes. Our DEIB vision and practice energises our culture, builds loyalty, and grows business: we align with client aims and help them achieve their DEIB goals. We create access to hard-to-reach, diverse talent via our Thought-Leadership, Partnerships and Diversity Impact Metrics. Our impact metrics include:

Diversity Our demographical focus areas are gender, ethnicity, LGBTQIA+ and veterans, via external and internal placements. Helping our clients reach their diversity goals.

Partnerships Commitment to 1,000 mentoring hours and positively impacting 100,000 people through partnerships and charities.

Thought Leadership To impact over 100,000 people in the next 5 years, learnt something new, felt inspired and gained confidence.

Organic Growth Hiring through our academy, retaining, and promoting our people.

Customer Engagement Industry beating NPS score, Sourcr and Google reviews. Client retention and candidate referrals.

Diversity, Equity, Inclusion & Belonging

Trinnovo Group is a tech-enabled, socially aware, staffing and advisory business focused on high-growth technology-led sectors. We deliver this via our DEIB consultancy (Equiris), three market leading specialist staffing businesses and our own social enterprise supporting veterans (Ex-military Careers) and our community groups, including Women in DevOps and Race in STEM.

● Trinnovo Group

→ **BROADGATE** 

→ **equiris**
consulting

→ 
EX-MILITARY
CAREERS.COM

→ **BioTalent**

→ **PRIDE IN
TECH** 

→ **RACE
IN STEM** 

Data

The background is a solid red color. Scattered across the page are several translucent red bubbles of various sizes. Some bubbles have bright white highlights, giving them a three-dimensional appearance. The bubbles are positioned around the central text, with a large one in the top right, a medium one in the bottom right, and several smaller ones on the left and bottom.

● Data Hiring Trends

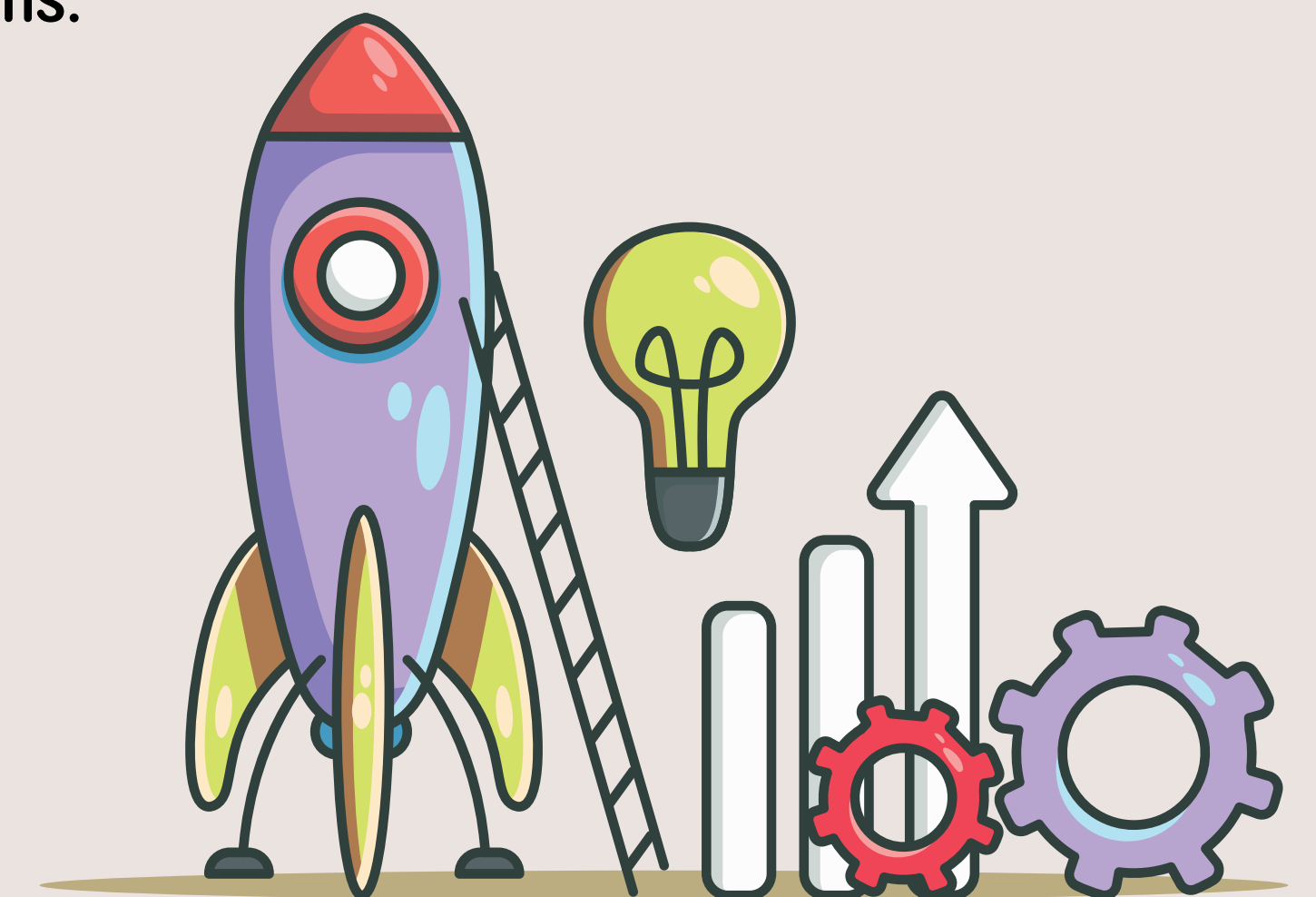
Often described as the most valuable commodity in business, the transformative power of data is set to propel the world into a new era of tech, influencing almost every cornerstone of modern life. As organisations hasten to get ahead in 2023's post-covid climate, data professionals will continue to play a key role in decision-making, product designing, budget management and countless other areas. Currently, data generation is expected to grow by over 180 zettabytes when 2025 arrives – for those attempting to keep pace with the competition, manage consumer demand and scale successfully, leveraging measurables through data is critical.

The exponential growth of the data space, combined with external pressures (such as the imminent recession) have spurred the increase in demand for data professionals, yet smaller hiring budgets and economic uncertainty have led to hesitation when bringing them onboard.

Data professionals often have a vital part to play in lifting companies out of their poor performance phase, and as a result, Data has historically been a resilient space throughout times of economic turbulence. Entering Q1, we've seen many companies greenlighting projects that require the versatile skillsets of data engineers and architects, particularly those wishing to push for growth.

The current climate has led a wealth of companies to plan on hiring their Data talent later in the year, in Q2 or Q3 once the economic situation becomes clearer and budgets are defined. Data is only going in one direction, and it's upwards. We anticipate that companies will continue to recognise that the long-term benefits outweigh the initial (and substantial) hiring costs, even in industries that aren't typically 'recession-proof.'

Digital transformation is well underway for companies all over the globe, and subsequently, their need to bring on new data talent has skyrocketed. Diversity, equity, inclusion, and belonging (DEIB) remain crucial components of reliable and unbiased data, and we've seen a push for it in recent years by German and UK companies wishing to diversify their data teams.



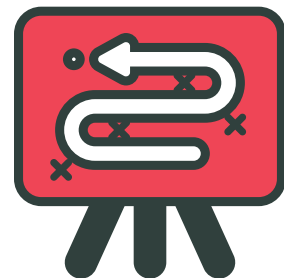
Why People Change Roles.

For More Job Security



We've noticed a much stronger calling for job security in today's market, particularly in Germany where the probation period can last up to 6 months (a factor that we've seen deter international candidates).

For Upskilling and Professional Development



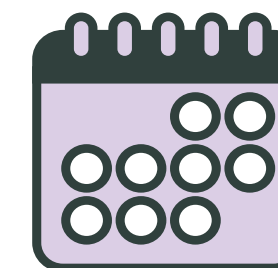
Companies that offer avenues for upskilling and regular training are a much more attractive option for Data candidates.

For a Better Salary Package



The cost of living is taking its toll, and it's shifting candidate priorities towards thoughts of a more comprehensive salary package (wage, social care, beneficial policies, etc).

For Greater Company Stability



The worryingly regular mass-layoffs have many tech professionals worried, and it's resulted in candidates calling out for more stable organisations.

● Data Candidate Trends

Data persists as one of the largest skill gaps facing industries today, and thanks in part to the rising demand, candidates have more options than ever before. The increased number of opportunities has resulted in candidates looking to align their personal values with their career goals. This situation has been exacerbated by the international remote working boom, with many jobseekers taking fully remote roles to cut out the cost of travel completely, making the offer of flexible working highly enticing for those wishing to change career direction. In some instances, the allure of international remote working is so strong that we've seen candidates willing to take a substantial pay cut for it.

We've noticed candidates opting for roles that enable them the chance to develop their skillsets via brand-new platforms, technologies, and programming languages, often acting as a key differentiator in the race to secure talent. On the contract side of data recruitment, we've seen candidates willing to drop their day rate for a chance to work on projects that utilise new leading-edge platforms.

Without ample room for professional development and growth, candidates are less likely to pursue an opportunity, particularly when they have a wider selection of paths to choose from nowadays. Clearly defined career pathways, transparent salary banding, and disruptive benefits are incredibly attractive concepts for today's jobseeker, both in tech and beyond.

We've found that it usually takes between a 15%-20% salary increase for data candidates to move into a new position, but the money is far from the only consideration, with many prioritising flexible working and company stability.



● Data Salary Bandings and Day Rates

	Contract Day Rates				Permanent Salaries		
	UK - £		EU - €		UK - £	EU - €	
	Inside IR35	Outside IR35	Western Europe	Eastern Europe		Ireland	EU
Junior Data Analyst	300 - 400	200 - 300	200 - 300	250 - 350	30,000	35,000 - 45,000	
Data Analyst	500 - 700	400 - 500	400 - 500	350 - 450	45,000	35,000 - 70,000	35,000 - 45,000
Senior Data Analyst	650 - 750	550 - 700	550 - 700	450 - 550	50,000 - 70,000	70,000 - 90,000	35,000 - 70,000
Machine Learning Engineer	700 - 900	600 - 800	600 - 800	600 - 800	80,000	60,000 - 100,000	70,000 - 90,000
IoT Analyst	450 - 600	400 - 550	400 - 550	400 - 550	50,000-80,000	60,000 - 100,000	60,000 - 100,000
IoT Solution Engineer	650 - 850	600 - 800	600 - 800	550 - 750	70,000-100,000	60,000 - 100,000	60,000 - 100,000
BI Analyst	400 - 500	350 - 450	350 - 450	350 - 450	45,000 - 50,000	35,000 - 65,000	60,000 - 100,000
BI Developer	450 - 550	400 - 550	400 - 550	450 - 600	60,000	55,000 - 80,000	35,000 - 65,000
BI Architect	600 - 750	500 - 650	500 - 650	600 - 900	80,000 - 90,000	70,000 - 95,000	55,000 - 80,000
Head of BI/BI Manager	700 - 900	600 - 800	600 - 800	800 - 1,000	90,000 - 100,000	80,000 - 110,000	70,000 - 95,000
Data Engineer	500 - 650	400 - 500	400 - 500	550 - 700	65,000 - 75,000	50,000 - 80,000	80,000 - 110,000
Senior Data Engineer	650 - 850	500 - 600	500 - 600	650	75,000 - 85,000	65,000-90,000	60,000 - 90,000
Lead Data Engineer	750 - 900	600 - 800	600 - 800	650 - 850	85,000 - 105,000	80,000 - 110,000	80,000 - 110,000
Data Architect	650 - 800	500 - 700	500 - 700	750 - 950	85,000 - 100,000	80,000 - 110,000	80,000 - 110,000
Head of Data Engineering	800 - 1100	750 - 900	750 - 900	850 - 1050	120,000	90,000 - 120,000	90,000 - 120,000
Data Scientist	500 - 700	450 - 600	450 - 600	450 - 650	60,000	60,000 - 100,000	60,000 - 100,000
Lead Data Scientist	700 - 900	600 - 750	600 - 750	650 - 850	85,000 - 110,000	90,000 - 120,000	90,000 - 120,000
Head of Data Science	900 - 1,200	700 - 850	700 - 850	800 - 1,100	130,000	110,000 - 150,000	110,000 - 150,000
Head of Data	800 - 1,100	700 - 850	700 - 850	800 - 1,100	150,000	120,000 - 160,000	120,000 - 160,000
Chief Data Officer	900 - 1,200	750 - 1,000	750 - 1,000	900 - 1,200	180,000	140,000 - 180,000	140,000 - 180,000

Meet our Data Experts



Irfaan Choychoo

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Design

● Design Hiring Trends

The emergence of new tech is redefining the limits of the possible. As testing capabilities improve and evolve alongside increasingly transformative hardware, the world of user design continues its decades-long march of accelerated growth.

UX/UI designers have a seat at the table in 2023, but we have noticed a trend in that both junior-level and senior-level candidates are struggling to find opportunities – the widespread adoption of flat hierarchies has resulted in a squeezed middle layer. On the other hand, the lack of a ‘traditional’ structure resonates with the many designers who prefer to continue working directly with the tools as opposed to having to manage a team.

One of the major barriers to securing top talent in the space is the widely vilified return of the design test, an incredibly off-putting part of the hiring process that’s made a comeback in force after it was largely dropped during the early COVID years. Companies that can offer a more flexible interview process are likely going to have an easier time attracting candidates, particularly if they’ve got a backup plan for when candidates turn down a design test. challenge (specifically, one that lasted for 4-6 hours), and out of the 53 respondents, a telling 73% said yes.

We recently conducted a poll in which we asked potential candidates if they would withdraw from a role that featured a take-home design challenge (specifically, one that lasted for 4-6 hours), and out of the 53 respondents, a telling 73% said yes.





● Design Hiring Trends

Across the DACH, UK, and US markets, we've seen a range of employers request their people to return to the office for two or three days a week, many of whom are not willing to be flexible about it. Despite this, plenty of employers are recognising the value of flexible working hours in the design space, having taken on some valuable lessons in work-life balance from the pandemic.


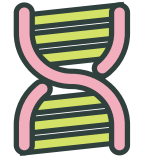




We've seen salaries for design talent even out across most of the German and UK markets, with Manchester and the northeast of England coming down, and London remaining an outlier in terms of larger wages.

Design is still one of the leaders for diversity and inclusion in the tech space, with the role naturally attracting people from a wider range of backgrounds, all of whom are ultimately designing a better user experience for the diverse range of individuals that make up the world we live in – part of that experience is making technology more inclusive and accessible for all.




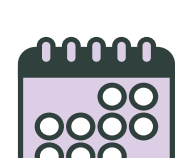
Agile business solutions across all aspects of an organisation will continue to be a vital differentiator. For example, we currently predict that an influx of international talent will enter the German market (something we are seeing a great deal more of in Q1 already), and organisational agility will likely be the key to successfully harnessing it.

Attracting & Retaining Talent.

Employers Attract the Best Talent By:

-  Showing Candidates That They Invest in their Design Function
-  Offering Project Diversity
-  Improving Organisational Agility
-  Developing a Supportive and Inclusive Company Culture
-  Providing the Chance to Work on Leading-Edge Systems
-  Granting Employees Autonomy and Freedom

Individual Needs

-  Offering Transparent Budgeting Information
-  Being Clear About the Future of the Business and/or Product
-  Training and Upskilling Opportunities
-  Being Flexible with Their Interview Processes, Choosing, alternatives to the Design Test for Example

● Design Candidate Trends

Relentless technological evolution is changing the design landscape on what seems like a daily basis. The introduction and consequent mass-adoption of Chat GPT is a recent game-changing example, altering the whole concept of working for many of our candidates over the course of just a few months.

A recurring thread has appeared throughout many of the conversations we have had with candidates: design maturity. We have found that designers are often looking for greater role versatility, and a more diverse range of end-to-end projects as opposed to focusing solely on the monetary side of their career.

In a similar fashion to many tech professionals, stability has quickly become a main priority for designers, with many looking to align themselves with opportunities that present a clear future outcome, hence the undercurrent of design maturity.

A rapidly changing tech landscape has led to candidates calling out for organisational agility across the board, from the hiring process to the career opportunities and the direction in which products are taken.

We've found that the majority of design candidates on the German market place diversity as a main priority for them, often asking whether or not their prospective teams or end users are diverse.

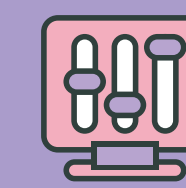
While candidates are firmly on the lookout for job security, we have seen a rise in the appetite for startup opportunities recently, with many candidates citing the recent mass layoffs by the larger tech companies as the reasoning behind their focus shift.





● Design Candidate Trends

Key Questions Candidates Have When Deciding to Take a Role:



Does the Organisation Truly Understand the Importance of the Design Function?

People want to know whether or not their employer understands the importance of the design role. It's not uncommon for companies to misinterpret what the role consists of, making the position less attractive for candidates. A greater internal understanding often represents more effective budgeting and company investment into the role.



Is the Business Able to Showcase Design Maturity?

Designers have repeatedly cited design maturity as a number one priority to lookout for on their job search, as it tends to embody the security and stability that they require from a career.



Will I Be Working with Diverse Teams, Users, and Products?

DEIB is a strong throughline for designers, especially now as Gen Z, digital natives and the most diverse and populous generation on earth, start to become colleagues and clients.

● Design Contract Bandings
& Day Rates

	Contract Day Rates				Permanent Salaries		
	UK - £		EU - €		UK - £	EU - €	
	Inside IR35	Outside IR35	Western Europe	Eastern Europe		Ireland	EU
Junior UX Researcher	300 – 400	200 - 300	300 – 400	250 - 350	30,000-35,000	30,000 – 35,000	30,000 – 35,000
Mid-level UX Researcher	400 – 550	350 - 500	400 – 550	350 – 500	35,000-55,000	35,000 – 45,000	35,000 – 45,000
Senior UX Researcher	600 – 750	500 - 650	600 – 750	550 – 700	55,000-75,000	45,000 – 60,000	45,000 – 60,000
Lead UX Researcher	700 – 850	600 - 800	700 - 850	650 – 800	75,000-85,000	60,000 – 70,000	60,000 – 70,000
Junior UX Designer	250 – 350	200 - 300	300 - 400	250 – 350	30,000-40,000	30,000 – 35,000	30,000 – 35,000
Mid-level UX Designer	400 – 600	350 - 500	400 – 600	350 – 550	40,000-60,000	35,000 – 45,000	35,000 – 45,000
Senior UX Designer	600 – 750	500 - 650	500 - 700	450 – 650	60,000-80,000	45,000 – 60,000	45,000 – 60,000
Lead UX Designer	750 – 900	600 - 800	600 – 800	550 – 750	80,000-95,000	60,000 – 75,000	60,000 – 75,000
Junior Product Designer	250 – 350	200 - 300	300 - 350	250 – 300	30,000-40,000	30,000 – 35,000	30,000 – 35,000
Mid- Level Product Designer	400 – 600	350 - 500	350 - 450	300 – 400	40,000-60,000	35,000 -50,000	35,000 -50,000
Senior Product Designer	600 – 750	500 - 650	450 - 600	400 – 550	60,000-80,000	50,000 – 65,000	50,000 – 65,000
Lead Product Designer	750 – 900	600 - 800	600 – 750	550 – 650	80,000-95,000	65,000 – 75,000	65,000 – 75,000
Junior Service Designer	250 – 350	200 - 300	300 - 350	250 – 300	30,000-40,000	30,000 – 35,000	30,000 – 35,000
Mid-level Service Designer	450 – 600	350 - 500	350 - 450	300 – 400	40,000-60,000	35,000 – 50,000	35,000 – 50,000
Senior Service Designer	600 – 750	550 - 650	450 - 600	400 – 550	60,000-80,000	50,000 – 70,000	50,000 – 70,000
Lead Service Designer	750 – 850	650 - 800	600 – 750	550 – 650	80,000-95,000	70,000 – 90,000	70,000 – 90,000
Junior Visual Designer	250 – 350	200 - 300	200 – 250	150 – 200	30,000-35,000	35,000-45,000	45,000-55,000
Mid-level Visual Designer	400 – 500	300 - 400	250 – 300	200 – 250	35,000-55,000	40,000-55,000	55,000-60,000
Senior Visual Designer	500 – 650	400 - 550	350 – 400	300 – 350	55,000-75,000	50,000-65,000	65,000-75,000
Lead Visual Designer	650 – 800	600 - 700	400 – 500	350 – 450	75,000-85,000	65,000-80,000	80,000+
Junior Graphic Designer	175 – 250	150 - 200	200 – 250	150 – 200	30,000-35,000	35,000-45,000	35,000-45,000
Mid-level Graphic Designer	250 – 350	175 - 250	250 - 300	200 – 250	35,000-45,000	40,000-55,000	45,000-55,000
Senior Graphic Designer	350 – 450	200 - 300	350 – 400	300 – 350	45,000-60,000	50,000-65,000	60,000-65,000
Lead Graphic Designer	450 – 550	300 - 500	400 – 500	350 – 450	60,000-75,000	65,000-80,000	70,000+
Junior UI Designer	250 – 350	200 - 300	200 – 250	150 – 200	30,000-35,000	40,000-50,000	50,000-55,000
Mid-level UI Designer	400 – 600	350 - 500	250 - 300	200 – 250	35,000-55,000	55,000-70,000	55,000-60,000
Senior UI Designer	600 – 750	500 - 650	350 – 400	300 – 350	55,000-75,000	75,000-90,000	65,000-75,000
Lead UI Designer	750 – 900	600 - 800	400 – 500	350 – 450	75,000-85,000	85,000-100,000	80,000+

Meet our Design Experts



Beth Eagles

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Liam Barnett

Principal Recruitment Consultant
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Jona Aliaj

Consultant
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DevOps

With sole focus shifting to profitability for many born-tech startups, the brakes are being held on DevOps hiring in the immediate. Since the start of Q1, however, traditional sectors like mining, logistics, and manufacturing, appear to be business as usual.

The rise of containerised application deployment is changing the nature of work for many of the world's DevOps professionals. A widespread adoption of Kubernetes, Azure, and AWS mean cloud native skillsets are in demand, and we have seen a range of companies move away from traditional siloed roles with a long-term view of view of eliminating them entirely.

A continued shift towards the more cost-effective serverless software architecture, combined with the desire to eliminate more traditional roles means employers are searching for a variety of skillsets, with many investing substantially in learning and development opportunities. On the other side of the coin, the acceleration of technological advancement has perpetuated the DevOps skill gap, with many companies struggling to build teams that can keep up.

We have seen more companies offering increased flexibility to meet candidate demands, specifically international working opportunities with much less emphasis placed on in-person working.



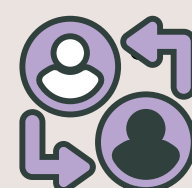


● DevOps Hiring Trends

Just like a wealth of other areas in tech, weathering the potential economic storm has led to a huge amount of hesitation, particularly in the German market. Building a new technical product is extremely expensive, and companies restrained by big budget cuts are waiting for the dust of the new year to settle. We have seen a flip-side to this – when companies are hiring, it means the roles are business-critical and calculated, reducing the odds of a layoff in the near future.

This is a similar situation to what we saw in the pandemic era of 2020 and 2021, where companies recognise that they cannot afford to not hire DevOps professionals. In many cases, growing external pressures like the conflict in Ukraine, depleting resources, Brexit, the looming recession and ever-changing regulations (the British IR35 bill reform being a great example) have all contributed to the adoption of staggered hiring plan, with recruitment pencilled in to start in the coming quarters.

Employers are Attracting the Best Talent By:

 Offering learning initiatives on exciting new projects and platforms

 Providing increased flexibility through international remote working opportunities

 Building healthy and inclusive company cultures

● DevOps Candidate Trends

DevOps engineers have retained one of the most sought-after titles in tech for the past few years, and they still command some incredible high wages as a result. That said, salary expectations will need to come down soon, as the pressure of wage inflation starts to mount for many employers in the tech space.

We've witnessed an increase in horizontal movement among DevOps professionals, as some candidates are forgoing a monetary motive in favour of learning and development opportunities.

Candidates are Increasingly Looking For:



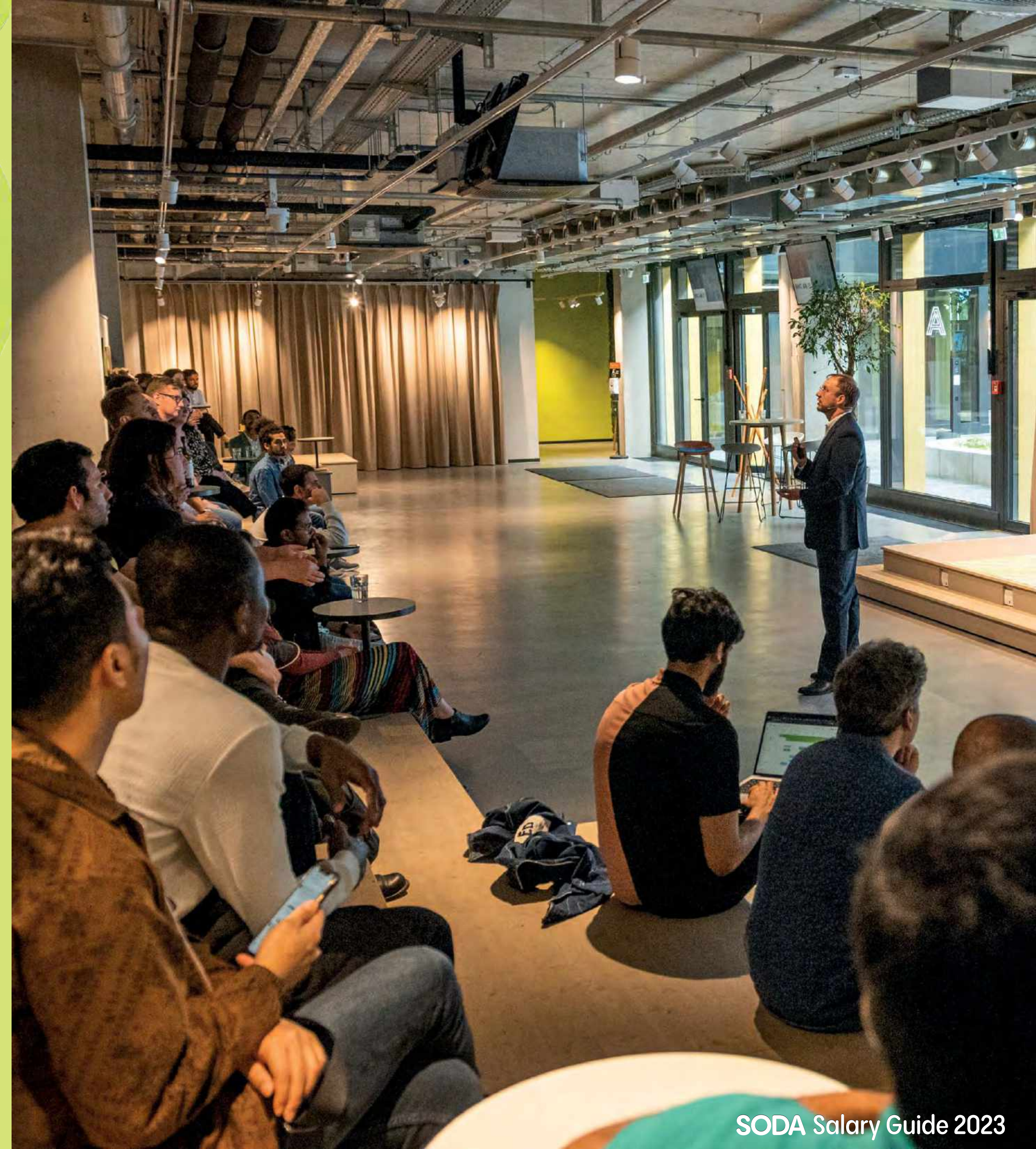
Supportive Workplaces



Certification Schemes



Increased Process Automation



● DevOps Salary Bandings & Day Rates

	Contract Day Rates				Permanent Salaries		
	UK - £		EU - €		UK - £	EU - €	
	Inside IR35	Outside IR35	Western Europe	Eastern Europe		Ireland	EU
Junior DevOps Engineer	350 - 450	200 - 300	400 – 500	350 – 450	35,000-50,000	50,000 – 60,000	45,000 – 60,000
Mid-level DevOps Engineer	500 - 600	450 - 550	500 – 650	450 – 600	50,000-75,000	60,000 – 80,000	60,000 - 80,000
Senior DevOps Engineer	650 - 750	550 - 700	650 – 850	600 – 800	75,000-100,000	80,000 – 110,000	80,000 - 110,000
Lead/Staff DevOps Engineer	750 - 950	650 - 800	850 - 1,000	800 – 950	100,000-115,000	100,000 – 120,000	110,000 -140,000
DevOps Manager	750 - 950	650 - 800	950 – 1,200	900 – 1,150	115,000-130,000	120,000 – 150,000	110,000 -140,000
DevOps Architect	600 - 700	500 - 650	800 – 900	700 – 800	75,000-100,000	80,000 – 90,000	70,000 -90,000
Senior DevOps Architect	650 - 800	600 - 700	900 – 1,000	800 - 900	100,000-115,000	90,000 – 120,000	85 - 130,000
Lead DevOps Architect	800 - 950	650 - 800	1,000 – 1,200	900 – 1,100	115,000-130,000	120,000 – 140,000	100,000 - 150,000
Mid-level DevSecOps Engineer	700 – 800	500 - 650	700 – 800	600 – 700	75,000-100,000	70,000 – 90,000	75,000 - 100,000
Senior DevSecOps Engineer	800 – 900	600 - 700	800 – 900	700 – 800	100,000-115,000	90,000 – 110,000	100,000 - 130,000
Lead DevSecOps Engineer	900 – 1,000	650 - 850	900 – 1,000	800 – 900	115,000-130,000	110,000 – 130,000	110,000 - 140,000
Mid-Level SRE	500 - 600	450 - 550	550 – 650	500 – 600	50,000-75,000	70,000-90,000	70,000 - 80,000
Senior SRE	650 - 750	550 - 700	650 – 850	600 – 800	75,000-100,000	85,000-120,000	80,000 - 115,000
Lead SRE	750 - 950	650 - 800	850 – 1,050	800 – 1,000	100,000-115,000	110,000-140,00	100,000 - 140,000
SRE Manager	750 - 950	650 - 800	950 – 1,200	900 – 1,150	115,000-130,000	120,000-160,000	110 ,000 - 150,000

Meet our DevOps Experts



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Daniel Mapstone

Senior Principal Consultant

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Software Engineering



● Software Engineering Hiring Trends

As climate concerns surpass boiling point, Greentech organisations have surged in popularity across a number of industries, receiving a huge amount of crowdfunding in the process. Conversely, we haven't seen too much in the way of fintech or challenger banks coming through, particularly after they took a nosedive in Q4 of last year, where fintech made huge cuts, halted their hiring plans, or both.

We've seen billions poured into complex infrastructure changes in a bid to move towards greener energy solutions across Europe, driving even greater demand for the already sought-after software engineers.

On the other side of the coin, we're currently seeing an exodus of talent as people move from the big European tech capitals towards alternative destinations like Thailand and Australia, expanding the availability and flexibility for candidates, which ultimately widens the talent pool.

There has been a distinct drop in contract rates compared to where they were in Q3 and early Q4 of last year, with many big projects struggling to get started or ending up cancelled entirely. This has led to an influx of talented contractors sitting in the market for longer periods of time, many of whom have decided to move over to a permanent position toward the latter end of January in the interest of financial security. We've seen employers holding back on hiring for both contract and permanent roles as they wait to face the extent of the recession, a fairly common position across the wider industry.

● Software Engineering Hiring Trends

While salaries have remained the same in the German market, job flow is noticeably lower than what it was last year. This does not necessarily mean that there are less jobs out there – it's partly representative of employers moving away from a reliance on agencies.

Following the mass layoffs at Twitter, Meta (Facebook), Microsoft, Amazon, Google, and plenty of other tech giants, there's a degree of uncertainty among the tech community, as for many, priorities shift towards stability. Tech professionals aren't likely going to stay unemployed for long however – just as the layoffs were happening, large teams of software engineers were being scaled in other areas of the sector, so there are opportunities out there.

Organisations can attract the best talent by:

-  Offering Opportunities to work with Greentech
-  Providing competitive salaries
-  Sharing a clear pathway for projects
-  Enabling access to exciting new tech platforms
-  Offering global mobility and the chance to work remotely in full
-  Supplying candidates with the equipment they need to do the job



● Software Engineering Candidate Trends

We're still seeing software engineers on the market go after the big paychecks, particularly now the cost-of-living crises in the UK and Germany are in full swing. The most experienced software engineers are pointing to whatever project they want to work on, aligning themselves with a business that better reflects their values, with the majority of candidates still following the highest wage.

In some cases, highly skilled software engineers are choosing to stay put in fairly undesirable positions in the name of job security, rather than risk moving on to a new project.

Jobseekers have come to expect state-of-the-art tech as the bare minimum – people need the right tools to work from home, and it's the employer's job to supply it. Nonetheless, candidates are definitely searching for companies with more innovative benefits and more comprehensive salary packages. For example, we've seen some progressive companies tailoring their benefits towards the needs of new parents, or those with families who want to move around the world.



Junior IOS Developer	300 - 400	200 - 300	400 – 500	350 – 450	35,000-50,000	40,000 – 50,000	40,000 – 50,000
Mid-level IOS Developer	400 - 550	300 - 450	500 - 600	450 – 550	50,000-75,000	50,000 – 70,000	45,000 – 55,000
Senior IOS Developer	600 - 750	500 - 650	600 – 700	550 – 650	75,000-95,000	65,000 – 100,000	55,000 – 70,000
Lead IOS Developer	750 - 900	650 - 750	700 – 850	650 – 750	95,000-120,000	80,000 – 110,000	75,000 – 85,000
Junior React Native Developer	300 - 400	200 - 300	400 – 500	350 – 450	35,000-50,000	40,000 – 50,000	40,000 – 50,000
Mid-level React Native Developer	400 - 550	300 - 450	500 - 600	450 – 550	50,000-75,000	50,000 – 60,000	45,000 – 55,000
Senior React Native Developer	600 - 750	500 - 650	600 – 700	550 – 650	75,000-95,000	60,000 – 90,000	55,000 – 70,000
Lead React Native Developer	750 - 900	650 - 750	700 – 850	650 – 750	95,000-120,000	80,000 – 110,000	75,000 – 85,000
Junior Android Developer	300 - 400	200 - 300	400 – 500	350 – 450	35,000-50,000	40,000 – 50,000	40,000 – 50,000
Mid-level Android Developer	400 - 550	300 - 450	500 - 600	450 – 550	50,000-75,000	45,000 – 70,000	45,000 – 55,000
Senior Android Developer	550 - 750	500 - 650	600 – 700	550 – 650	75,000-95,000	65,000 – 100,000	55,000 – 70,000
Lead Android Developer	750 - 900	650 - 750	700 – 850	650 – 750	95,000-120,000	80,000 – 110,000	75,000 – 85,000
Junior Javascript Developer	300 - 400	200 - 300	350 – 450	300 – 400	30,000-50,000	40,000 – 50,000	40,000 – 50,000
Mid-level Javascript Developer	450 - 550	300 - 450	450 – 550	400 – 500	50,000-75,000	45,000 – 65,000	45,000 – 55,000
Senior Javascript Developer	550 - 750	500 - 650	600 – 800	550 – 750	75,000-95,000	60,000 – 90,000	55,000 – 70,000
Lead Javascript Developer	750 - 900	650 - 750	750 - 900	700 – 850	95,000-120,000	80,000 – 100,000	75,000 – 85,000
Junior .NET Developer	300 - 400	200 - 300	350 - 450	300 – 400	30,000-50,000	40,000 – 50,000	40,000 – 50,000
Mid-level .NET Developer	450 - 600	300 - 450	450 - 550	400 – 500	50,000-70,000	45,000 – 65,000	45,000 – 55,000
Senior .NET Developer	600 - 750	500 - 650	600 - 750	550 – 750	70,000–90,000	60,000 – 90,000	55,000 – 70,000
Lead. NET Developer	750 - 1,000	650 - 850	750 - 1,000	700 – 850	90,000-10,000	80,000 – 100,000	75,000 – 85,000
Junior C++ Developer	300 - 400	200 - 300	350 - 450	300 – 400	45,000 - 60,000	45,000 – 60,000	45,000 – 60,000
Mid-level C++ Developer	450 - 650	300 - 450	450 - 650	400 – 500	50,000-55,000	55,000 – 70,000	55,000 – 70,000
Senior C++ Developer	600 - 750	500 - 650	600 - 750	550 – 750	55,000-65,000	70,000 – 100,000	60,000 – 90,000
Lead C++ Developer	750 - 900	650 - 750	750 - 900	700 – 850	65,000-75,000	80,000 – 120,000	80,000 – 100,000



Software Engineering
Salary Bandings &
Day Rates

	Contract Day Rates				Permanent Salaries		
	UK - £		EU - €		UK - £	EU - €	
	Inside IR35	Outside IR35	Western Europe	Eastern Europe		Ireland	EU
Junior Java / J2EE Developer	300 - 400	200 - 300	350 - 450	300 – 400	30,000-50,000	40,000 – 50,000	45,000 – 60,000
Mid-level Java / J2EE Developer	450 - 650	400 – 500	450 - 650	400 – 500	50,000-75,000	45,000 – 65,000	55,000 – 70,000
Senior Java / J2EE Developer	650 - 800	500 – 700	600 - 750	550 – 750	75,000-95,000	60,000 – 90,000	60,000 – 90,000
Lead Java / J2EE Developer	800 - 900	650 - 850	750 - 900	700 – 850	95,000-120,000	80,000 – 100,000	80,000 – 100,000
Junior LAMP Developer	300 - 400	200 - 300	300 - 400	250 – 350	30,000 - 50,000	40,000 – 50,000	40,000 – 50,000
Mid-level LAMP Developer	400 - 600	400 - 500	400 - 600	350 – 550	50,000 - 60,000	45,000 – 60,000	45,000 – 60,000
Senior LAMP Developer	550 - 700	500 - 600	550 - 700	500 – 650	70,000-90,000	55,000 – 70,000	55,000 – 70,000
Lead LAMP Developer	700 - 850	600 - 800	700 - 850	650 – 800	80,000-100,000	65,000 – 80,000	70,000 – 90,000
Junior Python Engineer	300 - 400	200 - 300	350 - 450	300 – 400	30,000-50,000	40,000 – 50,000	40,000 – 50,000
Mid-level Python Engineer	450 - 600	400 - 500	450 - 550	400 – 500	50,000-80,000	45,000 – 70,000	45,000 – 60,000
Senior Python Engineer	600 - 750	500 - 700	600 - 750	550 – 750	80,000-100,000	60,000 – 90,000	55,000 – 70,000
Lead Python Engineer	750 - 900	650 - 800	750 - 1,000	700 – 850	90,000-120,000	90,000 – 110,000	70,000 – 90,000
Junior PHP Developer	300 - 400	200 - 300	300 - 400	250 - 350	30,000-50,000	38,000-50,000	40,000-50,000
Mid-level PHP Engineer	450 - 600	400 - 500	450 – 550	350 - 450	50,000-80,000	45,000-60,000	55,000-65,000
Senior PHP Engineer	600 - 750	500 - 700	550 – 700	450 – 600	80,000-100,000	60,000-80,000	70,000-80,000
Lead PHP Engineer	750 - 900	650 - 800	700 – 850	600 – 750	90,000-120,000	75,000-95,000	85,000+
Junior Golang Developer	300 - 400	200 - 300	450 – 550	400 – 500	30,000-50,000	45,000-60,000	60,000-70,000
Golang Developer	450 - 650	400 - 500	550 – 650	500 – 600	50,000-80,000	60,000 – 80,000	60,000 – 80,000
Senior Golang Developer	650 - 800	550 - 750	650 – 850	600 – 800	80,000-100,000	70,000 – 90,000	70,000 – 90,000
Lead Golang Developer	750 - 950	700 - 800	750 - 1,000	700 – 900	90,000-120,000	80,000 – 100,000	80,000 – 100,000
Junior Scala Developer	300 - 400	200 - 300	450 – 550	400 – 500	35,000-55,000	40,000 – 55,000	40,000 – 55,000
Mid-level Scala Developer	450 - 600	400 - 500	550 – 650	500 – 600	55,000-80,000	45,000 – 70,000	45,000 – 70,000
Senior Scala Developer	600 - 750	500 - 700	650 – 850	600 – 800	80,000-100,000	60,000 – 100,000	60,000 – 100,000
Lead Scala Developer	750 - 900	700 - 800	750 - 1,000	700 – 900	105,000-125,000	90,000 – 110,000	90,000 – 110,000
Tech Lead	700 – 900	500 - 750	750 – 900	650 – 800	80,000-100,000	80,000-110,000	85,000-95,000
Engineering Manager	800 – 1,000	650 – 850	800 – 1,000	700 – 900	90,000-110,000	90,000-120,000	90,000-110,000
Senior Engineering Manager	900 – 1,200	800 – 1,000	900 – 1,100	800 – 1,000	110,000-130,000	120,000-140,000	125,000-140,000
CTO	1,000 – 1,500	900 – 1,300	1,000 – 1,500	900 – 1,400	120,000-175,000	130,000-190,000	150,000-200,000

Meet our Software Engineering Experts



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Oliver Perry

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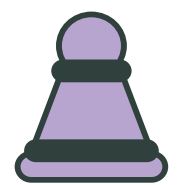
Product Management

● Product Management Hiring Trends

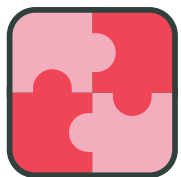
As competition soars for the versatile skillsets of product managers, we've noticed a recent rise in counteroffers from companies attempting to retain top talent. Salaries are still fairly inflated for product managers, but we expect this to change as businesses shift focus towards saving cash in a turbulent economy. The flip side of this is an uptake of equity compensation packages and out-of-the-box benefits.

Corporate ethics, products-for-good and purpose-driven organisations have been enticing prospects for jobseekers in recent years, and the decision-makers know it. We've found that product managers are more likely to scrutinise the cultural aspects of their prospective business, and employers are altering their hiring processes (and their publicity) as a result.

Why Product Candidates Move:



To work for a more product-oriented business



For a brand that reflects their values



For the chance to work on a project that's closely aligned with their values



To be a part of a more transparent infrastructure





● Product Management Candidate Trends

The number of fully remote working opportunities is decreasing as organisations begin to flesh out their hybrid working models, and contrary to what we've seen in other areas of tech, product managers, are searching for more in-person opportunities. In this new post

COVID era, it's rare that we come across a product manager who wants a role that's entirely remote, unlike software engineers or data architects. Members of the tech community aren't strangers to keeping their ears to the ground in search of new remote opportunities however, and product candidates are no different.

We're finding that product managers will usually require between a 5-10% salary increase to move, but there's often a much wider conversation around why they're moving in the first place. Many candidates desire a better interpersonal relationship with their CPO and greater access to funding, upskilling opportunities, contact with founders, transparent teams and a clear mission statement.

● Product Management Salary Bandings & Day Rates

	Contract Day Rates				Permanent Salaries	
	UK - £		EU - €		UK - £	EU - €
	Inside IR35	Outside IR35	Western Europe	Eastern Europe		
Product Manager (owner)	450 – 550	350 - 450	550 – 650	500 – 600	50,000-80,000	60,000 - 75,000
Senior Product Manager	500 – 600	400 - 500	650 – 850	600 – 800	70,000-90,000	75,000 – 100,000
Group, Lead, Principal Product Manager	600 – 700	500 - 600	800 – 1,000	750 – 950	95,000-120,000	90,000 - 120,000
Head of Product	700 – 900	600 - 700	900 – 1,100	850 - 1,000	105,000-120,000	110 - 130,000
VP of Product	900 – 1,200	700 - 900	1000 – 1,200	900 - 1,100	115,000-150,000	125,000+

Meet our Product Management Expert



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Marketing & Sales

● Marketing & Sales Hiring Trends

As highly dynamic functions that thrive on constant innovation, marketing and sales must keep their strategies attuned to the needs of the modern consumer. The meteoric rise of short form video content (here's looking at you, Tik Tok) and omnichannel marketing is drastically changing the way brands communicate their products, and the need for sales teams to double down on customer-centricity has been exacerbated by the cost-of-living crisis.

A shift in culture means a shift in the type of candidate employers are searching for – we've seen companies prioritising marketing and sales candidates with exceptional interpersonal skills, and hiring processes are changing to reflect this. There's been a noticeable rise in task-based interview stages, including the implementation of presentations at the majority of final stages, even for junior candidates. We've found that this is something people generally like doing, as it allows them to get a better feel for company culture.

Moreover, as expectations shift towards project delivery, the value of demonstrable results is being favoured over the sheer amount of experience candidates can put on their resume. The marketing and sales channels being utilised today are still fairly new, and they're evolving all the time – employers are looking for up-to-date, highly relevant skills and experiences as a result.

As Gen Z enters the workforce, companies are on the lookout for marketers with an understanding of how best to communicate with them, often revisiting their DEIB framework in an effort to improve their employer value proposition.

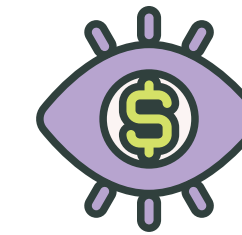


Budget cuts and recession preparations mean that marketing and sales teams will likely have to do more with a lot less in 2023, resulting in candidates being made to wear multiple hats in their new roles. This is most prevalent in startups, where we're seeing traditionally siloed teams combining to form single functions, namely data and marketing.

There's been a rise in companies bringing their marketing functions entirely in-house in an effort to improve brand connection and cut the rising costs of outsourced specialists. Comprehensive in-house marketing teams with niche roles like social media manager, SEO technical specialist, email marketers, etc., are becoming more common as leaders begin to fully integrate sales and marketing.

Salaries have risen recently and they don't look like they'll come down in the near future, yet bonuses are still somewhat absent for marketing roles, whereas commission rates for sales candidates remain a key differentiator between opportunities. Despite this, some employers are making a move away from overly bureaucratic KPIs in favour of measurable, achievable results.

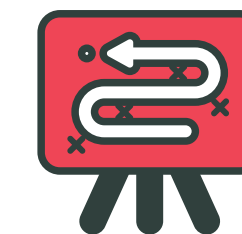
Why Candidates Move:



For a salary increase between 7-10%



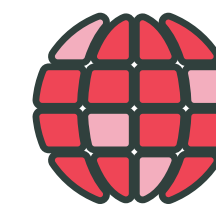
For more dynamic workdays



Better bonuses and transparent, benchmarked commission structures



Purpose-driven mission statements



Remote working flexibility

We've seen marketing and sales candidates prioritise companies with strong DEIB frameworks recently, with some people withdrawing their applications due to a lack of diversity.

Bespoke progression plans, clear salary banding and flat hierarchies are rising in popularity among candidates, as are companies that can show they understand the true value of a marketing team (unfortunately, marketers are still some of the first to go when cuts are needed). Candidates are aware of this, and they're hoping to bypass it by opting for companies that prioritise marketing teams.

Sales and marketing candidates have a strong appetite for startups in today's climate, as new leading-edge companies adopt a more consultative approach to their sales function. There's been an influx of sales candidates moving for higher salaries to compensate for the evolving nature of the role (we're hearing the term 'consultative sales' crop up frequently) and the cost-of-living crisis.

Event-based marketing and sales is back in force now that the post-covid era moves into its third year, and it's an attractive line of work for the modern candidate.



	Permanent Salaries			
	UK - £	EU - €		
		Ireland	Eastern Europe	Western Europe
Junior Field Sales	30,000	35,000	35,000	
Senior Field Sales	40,000 - 55,000	42,000 – 55,000	42,000 – 55,000	42,000 – 55,000
Junior Business Development Executive	30,000	35,000	35,000	35,000
Mid Business Development Executive	37,500	42,000	42,000	42,000
Junior Account Executive	30,000 - 40,000	35,000 – 40,000	35,000 – 40,000	40,000
Senior Account Executive	45,000 - 60,000	45,000 – 60,000	45,000 – 60,000	45,000 – 60,000
Junior Account Manager	35,000 - 40,000	40,000 – 45,000	40,000 – 45,000	40,000 – 50,000
Senior Account Manager	60,000	60,000 – 70,000	60,000 – 70,000	85,000 – 100,000
Junior Sales Development Representative	30,000	35,000	35,000	35,000 – 40,000
Senior Sales Development Representative	35,000 - 45,000	42,000 – 52,000	42,000 – 52,000	42,000 – 52,000
Junior Business Development Manager	37,500 - 42,000	42,000 – 45,000	42,000 – 45,000	42,000 – 45,000
Mid Business Development Manager	45,000 - 50,000	45,000 – 55,000	45,000 – 55,000	45,000 – 55,000
Senior Business Development Manager	50,000 -70,000	55,000 – 75,000	55,000 – 75,000	55,000 – 75,000
Regional Business Manager	65,000 - 75,000	70,000 – 90,000	70,000 – 90,000	70,000 – 95,000
Head of Sales/ Head of Business Development	80,000 - 100,000	85,000 – 110,000	85,000 – 110,000	85,000 – 110,000
Sales Director	120,000 - 150,000	120,000 – 170,000	120,000 – 170,000	120,000 – 170,000

● Marketing & Sales Salary Bandings & Day Rates

	Contract Day Rates				Permanent Salaries		
	UK - £		EU - €		UK - £	EU - €	
	Inside IR35	Outside IR35	Western Europe	Eastern Europe		Ireland	EU
CRM Executive	200 – 350	200 – 275	400 – 500	350 – 450	30,000-40,000	30,000 – 40,000	35,000 – 45,000
CRM Manager	400 – 500	300 – 450	500 – 600	450 – 550	50,000-65,000	55,000 – 65,000	55,000 – 65,000
Senior CRM Manager/CRM Lead/Head of CRM	450 – 600	400 – 550	600 - 700	550 – 650	70,000-95,000	80,000 – 95,000	85,000 – 100,000
Social Media Executive	200 – 250	175 – 250	200 – 300	200 – 250	30,000-40,000	35,000 – 45,000	35,000 – 45,000
Social Media Manager	250 – 350	200 – 250	300 – 500	250 – 450	40,000-70,000	45,000 – 75,000	45,000 – 75,000
Head of Social	350 – 450	250 – 300	400 – 500	350 – 450	70,000-100,000	75,000 – 100,000	75,000 – 105,000
Brand Manager	250 – 350	200 – 300	600 -700	500 – 600	50,000-70,000	50,000-70,000	50,000-70,000
Head of Brand	350 – 450	300 – 400	700 - 850	600 – 750	70,000-100,000	75,000 – 100,000	75,000 – 105,000
Content Editor/Executive	250 – 350	200 – 300	300 - 400	250 – 350	35,000-50,000	35,000 – 50,000	35,000 – 50,000
Content Marketing Manager	400 – 550	350 – 450	400 - 500	350 – 450	50,000-70,000	50,000-70,000	50,000-70,000
Head of Content/Creative	500 – 600	400 – 500	550 - 650	500 – 600	65,000-100,000	75,000 – 100,000	75,000 – 100,000
SEO Executive	150 – 250	150 – 200	200 – 300	200 – 250	30,000-40,000	35,000 – 45,000	35,000 – 45,000
SEO Manager	250 – 400	200 – 300	300 – 400	250 – 350	40,000-60,000	45,000 – 60,000	45,000 – 60,000
Senior/Head of SEO	400 – 600	350 – 450	500 – 700	450 – 650	65,000-100,000	75,000 – 100,000	75,000 – 100,000
Digital/Performance Marketing Executive	200 – 350	200 - 275	300 - 450	250 – 400	35,000-45,000	35,000 – 45,000	35,000 – 45,000
Senior Digital/Performance Marketing Executive	200 – 350	200 - 275	450 - 550	400 – 500	40,000-50,000	45,000 – 60,000	45,000 – 60,000
Digital/Performance Marketing Manager	350 – 450	250 – 350	550 – 650	500 – 600	50,000-80,000	55,000 – 85,000	55,000 – 85,000
Senior Digital/Performance Marketing Manager	400 – 550	400 – 550	650 – 750	600 – 700	75,000-100,000	75,000 – 100,000	75,000 – 100,000
Head of Digital Marketing (can include Performance/CRM/SEO)	600 – 800	550 - 700	750 - 850	700 – 800	85,000-120,000	85,000 – 120,000	85,000 – 120,000
Web Editor	200 – 350	175 - 275	300 - 400	250 – 350	30,000-40,000	35,000 – 45,000	35,000 – 45,000
Paid Social/Search Executive	175 – 250	150 – 200	300 – 450	250 – 400	35,000-45,000	35,000 – 45,000	35,000 – 45,000
Paid Social/Search/Paid Media Manager	250 – 400	200 – 300	500 – 600	450 – 550	55,000-70,000	60,000 – 75,000	60,000 – 75,000
Head of Paid Media/Performance Marketing	400 – 600	300 – 450	650 – 750	600 – 700	75,000-100,000	85,000 – 120,000	85,000 – 120,000

Meet our Marketing & Sales Expert



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At Trust in SODA, we're passionate about helping tech-enabled businesses scale high-performance teams. We have a proven track record, backed up by our industry-leading customer and client feedback, and we're recognised and accredited as Platinum Investors in People. We're incredibly proud of the environment we've created and the services we provide. Whether you're making a new hire or finding a new role, we're here to support you. //

Viki Dowthwaite – Group Associate Director of Contract Recruitment

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