

Digital Marketing Salary Guide 2026.

Digital Marketing

digitalwaffle.co/digital-marketing



OVERVIEW

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OVERVIEW

Your 2026 salary guide.

Do you know if your salary is fair? Or if the pay you are offering is enough to attract the right people?

Our 2026 salary guide gives you clear, reliable pay information across a range of industries and roles. You'll see regional differences, how salaries have changed over the past year, and what we expect in the year ahead.

If you are an employer, you can use this to set competitive salaries that help you hire and keep great talent. If you are a job seeker, you can see what you should be earning and be confident when negotiating your pay.

For more specific roles, our salary benchmarking service gives tailored data based on your industry, region, and job title. [Click here](#) to find out more.



WHO WE ARE

A bit about us.

Founded in 2018, Digital Waffle is a leading tech & digital recruitment agency based in Birmingham.

We are dedicated to finding and matching the best digital talent with growing businesses across the UK and Europe.

Digital Waffle was formed on the idea that traditional recruitment agencies were broken and required a radical change that put quality first.

By removing all daily KPIs, and the noise around them, we have allowed each of our consultants to focus on the quality of the service provided to both client and candidate as opposed to diluting the efforts in an attempt to hit arbitrary numbers.

Find out more about [Digital Waffle](#).



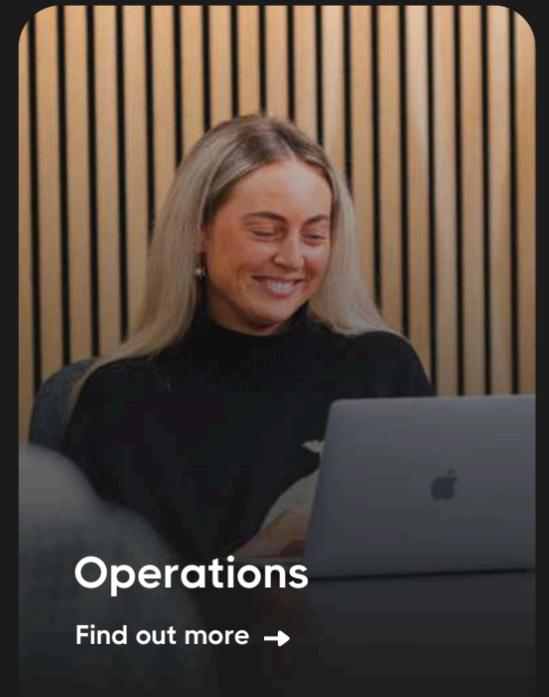
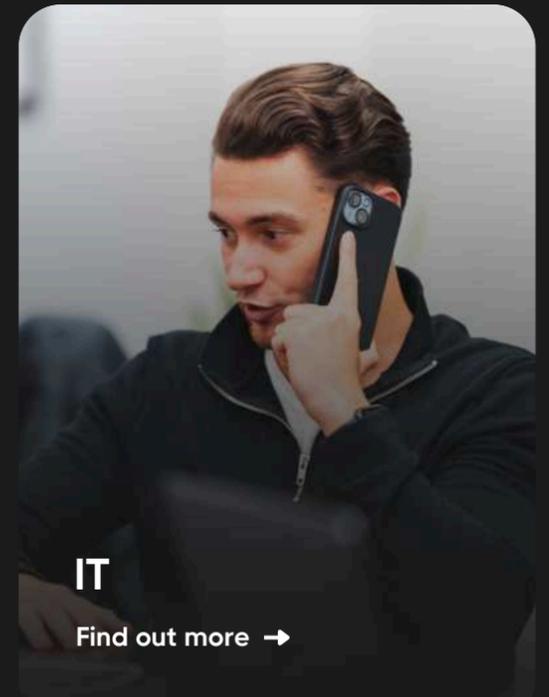
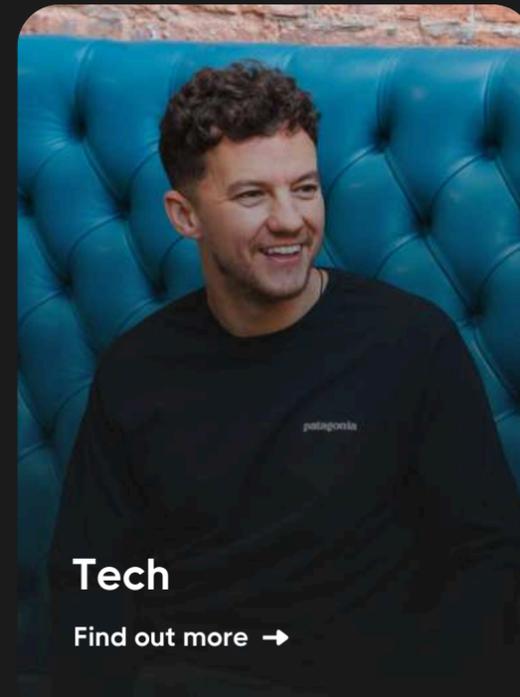
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OUR EXPERTISE

Our expertise.

We specialise in connecting businesses with top talent across various sectors. Our recruitment expertise ensures a smooth hiring process tailored to your team's needs and specific requirements.

Find out more about expertise [here](#).



KEY FINDINGS

Market overview.

What marketing professionals value most in an employer in 2026?



54% of professionals are actively looking for a new job in the marketing industry.

48% of professionals feel confident about job opportunities within their sector.

57% of professionals in marketing feel their pay doesn't accurately reflect the work they do.

Top 3 most in-demand jobs in 2026:

- 1 Growth/Digital Marketing Manager
- 2 Performance Marketing Manager
- 3 CRM Manager

Top 3 soft skills in 2026:

- 1 Creative & ethical thinking
- 2 Adaptability & learning agility
- 3 Strategic & analytical thinking

Top 3 technical skills in 2026:

- 1 AI-driven marketing & LLM integration
- 2 Generative & AEO
- 3 Data analytics

Top industries hiring in 2026:

- Technology & SaaS
- E-commerce & FMCG
- Financial Services & FinTech
- Healthcare & Life Sciences

Regional hiring hotspots in 2026:

- London, Greater London
- Manchester, Greater Manchester
- Leeds, West Yorkshire

Top certifications & degrees in 2026:

- Chartered Institute of Marketing (CIM)
- Google Ads
- Institute of Data & Marketing (IDM)

Nationwide, UK

	2026		
Job Title	Minimum	Average	Maximum
Digital Marketing Director	£94,000	£112,000	£143,500
Head of Digital	£87,000	£102,500	£123,000
Senior Digital Marketing Manager	£62,000	£72,000	£87,000
Digital Marketing Lead	£52,000	£61,500	£71,000
Digital Marketing Manager	£45,500	£54,000	£62,500
Content Marketing Manager	£45,000	£54,000	£67,500
Ecommerce Manager	£48,000	£56,500	£65,000
Senior Digital Marketing Executive	£36,500	£41,000	£45,500
Digital Marketing Specialist	£33,000	£38,500	£45,500
Digital Marketing Analyst	£33,000	£38,500	£45,500
Digital Marketing Executive	£30,000	£34,000	£41,000
Content Marketing Executive	£30,000	£34,000	£41,000
Digital Marketing Assistant	£25,000	£26,000	£28,500
Junior Digital Marketing Executive	£25,000	£26,000	£28,500

2025	2024	2027
Average	Average	Projection
£110,000	£106,500	£114,000
£100,000	£97,500	£104,500
£70,000	£67,500	£73,500
£60,000	£58,000	£62,500
£52,500	£51,000	£55,000
£52,500	£51,000	£55,000
£55,000	£53,500	£57,500
£40,000	£38,500	£42,000
£37,500	£36,000	£39,500
£37,500	£36,000	£39,500
£33,000	£31,500	£34,500
£33,000	£31,500	£34,500
£25,000	£24,500	£26,500
£25,000	£24,500	£26,500

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London

	2026		
Job Title	Minimum	Average	Maximum
Digital Marketing Director	£103,000	£122,500	£157,000
Head of Digital	£95,500	£112,500	£135,000
Senior Digital Marketing Manager	£66,000	£77,000	£93,000
Digital Marketing Lead	£56,500	£66,500	£76,500
Digital Marketing Manager	£50,000	£59,000	£68,000
Content Marketing Manager	£49,000	£59,000	£74,000
Ecommerce Manager	£52,000	£61,500	£71,000
Senior Digital Marketing Executive	£41,000	£46,000	£51,000
Digital Marketing Specialist	£38,000	£44,000	£52,000
Digital Marketing Analyst	£38,000	£44,000	£52,000
Digital Marketing Executive	£31,500	£36,000	£43,000
Content Marketing Executive	£31,500	£36,000	£43,000
Digital Marketing Assistant	£25,500	£28,000	£30,500
Junior Digital Marketing Executive	£25,500	£28,000	£30,500

2025	2024	2027
Average	Average	Projection
£120,000	£117,000	£125,000
£110,000	£107,000	£115,000
£75,000	£73,000	£78,500
£65,000	£63,000	£68,000
£57,500	£56,000	£60,000
£57,500	£56,000	£60,000
£60,000	£58,500	£62,500
£45,000	£43,500	£47,000
£42,500	£41,000	£45,000
£42,500	£41,000	£45,000
£35,000	£33,500	£36,500
£35,000	£33,500	£36,500
£27,000	£26,500	£28,500
£27,000	£26,500	£28,500

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Midlands

	2026		
Job Title	Minimum	Average	Maximum
Digital Marketing Director	£90,000	£107,000	£137,000
Head of Digital	£83,000	£97,500	£117,000
Senior Digital Marketing Manager	£57,000	£66,500	£80,500
Digital Marketing Lead	£50,500	£59,500	£68,500
Digital Marketing Manager	£44,000	£52,000	£60,000
Content Marketing Manager	£43,500	£52,000	£65,000
Ecommerce Manager	£46,000	£54,500	£63,000
Senior Digital Marketing Executive	£34,500	£39,000	£43,500
Digital Marketing Specialist	£31,500	£36,500	£43,000
Digital Marketing Analyst	£31,500	£36,500	£43,000
Digital Marketing Executive	£28,000	£32,000	£38,500
Content Marketing Executive	£28,000	£32,000	£38,500
Digital Marketing Assistant	£25,000	£25,000	£27,500
Junior Digital Marketing Executive	£25,000	£25,000	£27,500

2025	2024	2027
Average	Average	Projection
£105,000	£102,500	£109,000
£95,000	£92,500	£99,500
£65,000	£63,000	£68,000
£58,000	£56,500	£60,500
£50,500	£49,000	£53,000
£50,500	£49,000	£53,000
£53,000	£51,500	£55,500
£38,000	£36,500	£40,000
£35,500	£34,000	£37,000
£35,500	£34,000	£37,000
£31,000	£30,000	£32,500
£31,000	£30,000	£32,500
£24,000	£23,500	£25,500
£24,000	£23,500	£25,500

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East of England

Job Title	2026		
	Minimum	Average	Maximum
Digital Marketing Director	£92,500	£110,000	£141,000
Head of Digital	£85,500	£100,500	£120,500
Senior Digital Marketing Manager	£60,000	£69,500	£84,000
Digital Marketing Lead	£52,000	£61,500	£71,000
Digital Marketing Manager	£45,500	£54,000	£62,500
Content Marketing Manager	£45,000	£54,000	£67,500
Ecommerce Manager	£48,000	£56,500	£65,000
Senior Digital Marketing Executive	£36,500	£41,000	£45,500
Digital Marketing Specialist	£33,000	£38,500	£45,500
Digital Marketing Analyst	£33,000	£38,500	£45,500
Digital Marketing Executive	£30,000	£34,000	£41,000
Content Marketing Executive	£30,000	£34,000	£41,000
Digital Marketing Assistant	£25,000	£26,000	£28,500
Junior Digital Marketing Executive	£25,000	£26,000	£28,500

2025	2024	2027
Average	Average	Projection
£108,000	£105,000	£112,000
£98,000	£95,500	£102,500
£68,000	£66,000	£71,000
£60,000	£58,500	£62,500
£52,500	£51,000	£55,000
£52,500	£51,000	£55,000
£55,000	£53,500	£57,500
£40,000	£38,500	£42,000
£37,500	£36,000	£39,500
£37,500	£36,000	£39,500
£33,000	£31,500	£34,500
£33,000	£31,500	£34,500
£25,000	£24,500	£26,500
£25,000	£24,500	£26,500

South of England

Job Title	2026		
	Minimum	Average	Maximum
Digital Marketing Director	£96,000	£114,000	£146,000
Head of Digital	£89,000	£104,500	£125,500
Senior Digital Marketing Manager	£63,500	£74,000	£89,500
Digital Marketing Lead	£53,500	£63,500	£73,500
Digital Marketing Manager	£47,500	£56,000	£64,500
Content Marketing Manager	£46,500	£56,000	£70,000
Ecommerce Manager	£49,500	£58,500	£67,500
Senior Digital Marketing Executive	£38,000	£43,000	£48,000
Digital Marketing Specialist	£35,000	£40,500	£48,000
Digital Marketing Analyst	£35,000	£40,500	£48,000
Digital Marketing Executive	£30,500	£35,000	£42,000
Content Marketing Executive	£30,500	£35,000	£42,000
Digital Marketing Assistant	£25,000	£27,000	£29,500
Junior Digital Marketing Executive	£25,000	£27,000	£29,500

2025	2024	2027
Average	Average	Projection
£112,000	£109,000	£116,500
£102,000	£99,000	£106,500
£72,000	£70,000	£75,500
£62,000	£60,500	£65,000
£54,500	£53,000	£57,000
£54,500	£53,000	£57,000
£57,000	£55,500	£59,500
£42,000	£40,500	£44,000
£39,500	£38,000	£41,500
£39,500	£38,000	£41,500
£34,000	£33,000	£35,500
£34,000	£33,000	£35,500
£26,000	£25,500	£27,500
£26,000	£25,500	£27,500

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North of England

Job Title	2026		
	Minimum	Average	Maximum
Digital Marketing Director	£85,500	£102,000	£130,500
Head of Digital	£78,000	£92,000	£110,500
Senior Digital Marketing Manager	£53,000	£61,500	£74,500
Digital Marketing Lead	£48,000	£56,500	£65,000
Digital Marketing Manager	£41,000	£48,500	£56,000
Content Marketing Manager	£40,500	£48,500	£60,500
Ecommerce Manager	£43,000	£51,000	£59,000
Senior Digital Marketing Executive	£32,000	£36,000	£40,000
Digital Marketing Specialist	£29,000	£33,500	£39,500
Digital Marketing Analyst	£29,000	£33,500	£39,500
Digital Marketing Executive	£27,000	£31,000	£37,000
Content Marketing Executive	£27,000	£31,000	£37,000
Digital Marketing Assistant	£25,000	£25,000	£27,500
Junior Digital Marketing Executive	£25,000	£25,000	£27,500

2025	2024	2027
Average	Average	Projection
£100,000	£97,500	£104,000
£90,000	£87,500	£94,000
£60,000	£58,000	£62,500
£55,000	£53,500	£57,500
£47,500	£46,000	£49,500
£47,500	£46,000	£49,500
£50,000	£48,500	£52,000
£35,000	£33,500	£36,500
£32,500	£31,000	£34,000
£32,500	£31,000	£34,000
£30,000	£29,000	£31,500
£30,000	£29,000	£31,500
£23,000	£22,500	£25,500
£23,000	£22,500	£25,500

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Scotland

	2026		
Job Title	Minimum	Average	Maximum
Digital Marketing Director	£90,000	£107,000	£137,000
Head of Digital	£83,000	£97,500	£117,000
Senior Digital Marketing Manager	£57,000	£66,500	£80,500
Digital Marketing Lead	£50,500	£59,500	£68,500
Digital Marketing Manager	£44,000	£52,000	£60,000
Content Marketing Manager	£43,500	£52,000	£65,000
Ecommerce Manager	£46,000	£54,500	£63,000
Senior Digital Marketing Executive	£34,500	£39,000	£43,500
Digital Marketing Specialist	£31,500	£36,500	£43,000
Digital Marketing Analyst	£31,500	£36,500	£43,000
Digital Marketing Executive	£28,000	£32,000	£38,500
Content Marketing Executive	£28,000	£32,000	£38,500
Digital Marketing Assistant	£25,000	£25,000	£27,500
Junior Digital Marketing Executive	£25,000	£25,000	£27,500

2025	2024	2027
Average	Average	Projection
£105,000	£102,500	£109,000
£95,000	£92,500	£99,500
£65,000	£63,000	£68,000
£58,000	£56,500	£60,500
£50,500	£49,000	£53,000
£50,500	£49,000	£53,000
£53,000	£51,500	£55,500
£38,000	£36,500	£40,000
£35,500	£34,000	£37,000
£35,500	£34,000	£37,000
£31,000	£30,000	£32,500
£31,000	£30,000	£32,500
£24,000	£23,500	£25,500
£24,000	£23,500	£25,500

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Wales

Job Title	2026		
	Minimum	Average	Maximum
Digital Marketing Director	£85,500	£102,000	£130,500
Head of Digital	£78,000	£92,000	£110,500
Senior Digital Marketing Manager	£53,000	£61,500	£74,500
Digital Marketing Lead	£48,000	£56,500	£65,000
Digital Marketing Manager	£41,000	£48,500	£56,000
Content Marketing Manager	£40,500	£48,500	£60,500
Ecommerce Manager	£43,000	£51,000	£59,000
Senior Digital Marketing Executive	£32,000	£36,000	£40,000
Digital Marketing Specialist	£29,000	£33,500	£39,500
Digital Marketing Analyst	£29,000	£33,500	£39,500
Digital Marketing Executive	£27,000	£31,000	£37,000
Content Marketing Executive	£27,000	£31,000	£37,000
Digital Marketing Assistant	£25,000	£25,000	£27,500
Junior Digital Marketing Executive	£25,000	£25,000	£27,500

2025	2024	2027
Average	Average	Projection
£100,000	£97,500	£104,000
£90,000	£87,500	£94,000
£60,000	£58,000	£62,500
£55,000	£53,500	£57,500
£47,500	£46,000	£49,500
£47,500	£46,000	£49,500
£50,000	£48,500	£52,000
£35,000	£33,500	£36,500
£32,500	£31,000	£34,000
£32,500	£31,000	£34,000
£30,000	£29,000	£31,500
£30,000	£29,000	£31,500
£23,000	£22,500	£25,500
£23,000	£22,500	£25,500

HIRE TALENT

Ready to hire with 2026 benchmarks?

You now have the latest 2026 salary benchmarks, hiring trends, and market projections. The next step is to use that insight to secure the right people for your team.

At Digital Waffle, we work closely with hiring managers to find and connect you with exceptional talent across marketing, tech, IT, and data.

We understand the challenges of today's competitive job market and know how to reach skilled professionals, including those not actively looking.

From defining your requirements to presenting a shortlist of vetted candidates, we manage the process so you can focus on running and growing your business.

[Click here to submit your vacancy](#) and let us find the people who will help you succeed.



CONTACT US

Get in touch.

How to contact us:

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-  www.digitalwaffle.co
-  [digitalwaffle](https://www.linkedin.com/company/digitalwaffle)
-  [@digital_waffle](https://www.instagram.com/digital_waffle)

Our recruitment disciplines:

Marketing | Digital Marketing | Social Media | Performance
Marketing | PR | Client Services | Tech | Software Engineering
DevOps | UX & UI Design | Creative & Design | Quality Assurance
IT | IT Support | IT Infrastructure | IT Networking | Cyber Security
Structured Cabling | Data | Data Analysis | Business Intelligence
Artificial Intelligence | Machine Learning | Operations | Product
Project Management | Business Development | Customer Success

Tech & digital recruitment **without the usual waffle.**

NO WAFFLE. JUST RESULTS.