Report ID-0074

Helpdesk Report:
Head of Digital

by

Incomes Data Research

May 2019

This report has been produced by Incomes Data Research Limited as part of the ECC Labour Market and Pay Data Service.

Any queries relating to this report should be directed to:
t: +44 (0) 1702 669549
e: marketdata@incomesdataresearch.co.uk

Incomes Data Research Limited. Registered in England & Wales. Company No. 09327550.
Registered address: 71-75 Shelton Street, London WC2H 9JQ

Correspondence address: Incomes Data Research, The Studio, The Old Gasworks, 43 Progress Road, Leigh on Sea, Essex SS9 5PR

Contents

1. Introduction 4
2. Market salary data 4
2.1. Market data 4
2.1.1. Official earnings data 4
2.1.2. Recruitment data 5
2.1.3. NHS data 5
2.1.4. IDR data 6

1. Introduction

This report has been prepared by Incomes Data Research (IDR) and, as requested, it provides market salary data for the following role(s):

- Head of Digital

2. Market salary data

This section presents the market salary data. We aim to provide a minimum of three sources of information for each job to enable 'triangulation' of the results, and thereby provide the widest possible assessment of the market for this role.

2.1. Market data

The tables in the following sections provide the aggregate market salary for a full-time Head of Digital

2.1.1. Official earnings data

The data provided below is based on the Government's latest Annual Survey of Hours and Earnings (ASHE), for November 2018. This survey, conducted by the Office for National Statistics, provides a snapshot of earnings each April and is based on a 1% sample of National Insurance numbers. ASHE is considered a reliable source of official earnings data.

The following table details the median and average UK gross annual pay for full time employees in the closest-matched occupational category. It also provides information on the annual percentage change which can be an indicator of labour market pressures.

Annual pay - Gross (£)[1] - For full-time employee jobs: United Kingdom, 2018

Description	Code	No. of jobs (000s)	Median	Annual percentage change	Average	Annual percentage change
IT project and programme managers	2134	17	48,262	-5.9	54,746	-0.6

Source: Table 14.7a, ASHE 2018.

2.1.2. Recruitment data

The data in this section is based on analysis of recruitment salaries for a similar role(s). It is a guide to starting pay for these roles, and in some cases also provides a guide to the maximum that might be achieved.

Head of Digital

	Range £pa	Typical £pa
Software Architect – Java – South East	70,000	90,000

Source: Hay Salary and Recruiting Guide 2018.

2.1.3. NHS data

In this section we provide information on the salary range for the pay band likely to cover comparator jobs in the NHS. The NHS, with 1.2m staff is the largest employer in the UK and as such plays a key role in influencing market for many non-medical roles, particularly in education, given the links between parts of higher education and the NHS.

A head of Digital role in the NHS would typically be employed on Bands 8a-8b and the current salary range is between £44,606 and £60,983 a year outside of London and high-cost areas in the South East/South.

Roles based in high-cost areas qualify for the following supplements:

- Inner London – 20% of basic salary, subject to a minimum payment of £4,400 and a maximum payment of £6,778;

[1] Gross pay excludes bonuses but includes basic pay, shift premium payments, overtime pay, paid leave, maternity pay, sick pay and other pay.

- Outer London – 15% of basic salary, subject to a minimum payment of £3,723 and a maximum payment of £4,744;
- Fringe – 5% of basic salary, subject to a minimum payment of £1,019 and a maximum payment of £1,763.

2.1.4. IDR data

The following tables contain data from IDR Pay Benchmarker, our internal database of salary information. This data has been collected by IDR directly from employers and employee bodies through surveys and data collection for the IDR Pay Benchmarker service.

Senior IT Developer / Specialist / Senior Project Manager – private sector

Source	Equivalent position	Lower quartile £pa	Median £pa	Upper quartile £pa
Private sector	Senior IT Project Manager / Lead Developer	56,125	66,345	76,874
	Market summary	**56,125**	**66,345**	**76,874**

Source: IDR Pay Benchmarker.