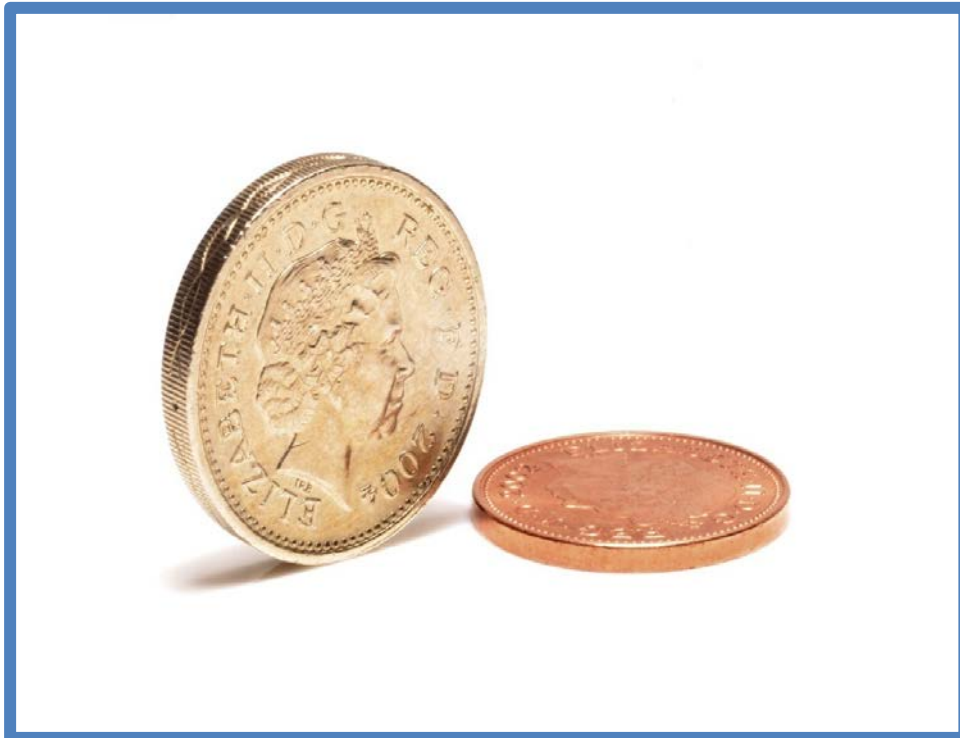


CAPITA



Pay Benchmarking Report for ECC Members

Web Development Roles

September 2017

About this Report

This report is provided as part of the Pay and Labour Market Data Service provided to ECC Members.

Capita previously surveyed ECC members to collect pay information for selected roles using guideline job descriptions and then compared the HEI data with salaries in other sectors using salary surveys and other sources of pay benchmark data.

This report provides benchmark pay data on a range of web development roles. We have also included the job description previously developed to survey ECC members for reference.

Capita Surveys and Research
Spa House
Hookstone Park
Harrogate
North Yorkshire
HG2 7DB

Tel: 01423 818700
Fax: 01423 818777
Web: www.capitasurveys.co.uk

Web Developer Roles

Recent Trends and Developments

Hays says that IT/digital skills are among the skills most in demand by employers to help them to achieve their business objectives and there are skills shortages in the IT market, with many organisations finding it difficult to attract professionals with relevant skills.

Hays also reports that unrealistic salary expectations from some professional staff remain a challenge for employers looking to recruit.

This is prompting many organisations to expand their benefits packages to include flexible working practices such as mobile and homeworking, and compressed hours in order to attract staff.

Robert Half reports a similar picture of current trends ‘creating a pronounced skills shortage’.

The groups of skilled IT professionals reported as being most challenging to find include IT security, software development, data/database management, applications development, business analysis, networking, project management and digital staff.

Higher Education

The latest Higher Education Workforce Survey¹, published by UCEA in July 2017, found recruiting information technology staff continues to present the greatest difficulties² for HEIs, with 62% experiencing recruitment difficulties (up from 52% in 2015 and 35% in 2013). Some 31% of HEIs reported difficulties retaining IT staff.

Comments from HEIs suggest that pay levels and competition outside the higher education sector for specialist and technical IT roles are contributing to the recruitment difficulties, with many HEIs having to re-advertise certain IT posts. While some HEIs indicated difficulties recruiting across a wide range of IT roles, technical IT specialist, developer, information security and analyst jobs are generally the most difficult to recruit to.

The reasons given for retention issues were similar to those cited for recruitment problems, with pay for specialist staff commonly mentioned, and also career progression is a contributory factor.

¹ <http://www.ucea.ac.uk/en/publications/index.cfm/hews2017>

² Recruitment difficulty is defined as having to re-advertise for a vacancy or positions that are left unfilled for six months or longer.

Benchmark Pay Data for Web Developer Roles

www.itjobswatch.co.uk

Itjobswatch.co.uk provides a guide to the average salaries offered over the six months to 28 July 2017 for Web Developer posts.

Web Developer

	Lower Decile	Median	Median (excl. London)	Upper Decile
	£pa	£pa	£pa	£pa
Junior Web Developer	19,575	25,250	25,000	34,050
Web Developer	26,250	38,500	37,500	58,750
Senior Web Developer	36,750	50,000	47,500	67,500

Note: The 10th to 90th percentile range (or inter-decile range) represents 80% of salaries closest to the median. The inter-decile range excludes the lowest 10% and highest 10% of salaries.

Robert Half Technology Salary Guide 2017

The Robert Half Technology Salary Guide 2017 reports that the salary range for Web Developers is £36,750 to £56,750; and for Senior Web Developers the range is £55,500 to £67,000.

Hudson IT Salary Guide

The Hudson IT 2017 Salary Guide shows the following salary ranges for Web Developer roles in London at junior, intermediate and senior levels:

Web Developer

Region	Junior £pa	Intermediate £pa	Senior £pa
London	30,450 - 40,600	45,675 - 55,825	60,900 - 71,050

Hays

The Hays UK Salary and Recruiting Trends 2017 survey includes the following data for Web Development roles:

Web Developer

Software	Front End Web Developer (HTML/CSS/XML/ etc)		Web Developer (PHP/Ruby/Perl/ etc)	
Region	Salary Range £pa	Typical Salary £pa	Salary Range £pa	Typical Salary £pa
London	30,000 - 60,000	47,500	35,000 - 52,500	50,000
South East England	30,000 - 55,000	45,000	35,000 - 55,000	50,000
East of England	25,000 - 45,000	36,000	25,000 - 50,000	35,000
South West England	35,000 - 55,000	40,000	30,000 - 50,000	45,000
Wales	35,000 - 55,000	40,000	35,000 - 50,000	43,000
Midlands	25,000 - 35,000	32,000	30,000 - 40,000	35,000
Yorkshire and the Humber	30,000 - 45,000	36,000	30,000 - 45,000	38,000
North East	31,000 - 37,000	33,000	31,000 - 37,000	35,000
North West	30,000 - 45,000	38,000	32,000 - 46,000	40,000
Northern Ireland	32,000 - 42,000	37,000	38,000 - 45,000	41,500
Scotland	25,000 - 40,000	33,000	25,000 - 40,000	35,000

ECC Survey Job Description for Web Development Roles

The following job descriptions were used to survey ECC members and to identify benchmark pay data.

Job Title	Web Developer
Level	Reports to relevant Head of Department or Faculty
Experience	<ul style="list-style-type: none">• Experience of managing and developing websites in organisations, taking into account client needs and feasibility as well as internal/external standards.• Use of relevant web authoring and content management software e.g. (X)HTML, Dreamweaver, Contribute, CSS, JavaScript, PHP, MySQL etc.• Working proactively and collaboratively with clients to give direction and to ensure project delivery to time and within budget.
Qualifications	<ul style="list-style-type: none">• Degree (or equivalent professional qualification) in a relevant discipline.• Evidence of relevant personal and professional development.
