

Pure Salary Survey 2022

Accountancy | Human resources | IT and software
Marketing | Professional office | Pure Executive

Cambridge | Chelmsford | Ipswich | Norwich



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What you're about to read

Welcome to our 2022 salary survey

This report has information on salaries across Cambridgeshire, Essex, Norfolk and Suffolk. You can use it to make sure the pay and benefits you're offering are competitive, and to help you attract and keep the best talent.

How we've put it together

We've put this together using salary information from our consultants.

Our specialist sector knowledge is the main reason companies choose to work with us. And our consultants have in-depth experience and recruitment market knowledge of your specific professional sector. They're experts in their different disciplines, and invest time developing and maintaining a strong network of contacts.

Our consultants' insight is backed up by data from **Compare My Salary**. It's our free tool that lets jobseekers benchmark their salary and benefits against like-for-like job roles in our region. Organisations can also use it to check salaries and make sure their own are competitive.



What else is in here?

We've also included information about our thoughts on the current recruitment landscape in the eastern region, as well as trends we think are here to stay.

Want to know more?

It goes without saying that salary recommendations are likely to vary depending on the location, size and industry of a particular business. So if you'd like any information or advice on anything in here, please [get in touch](#).

The recruitment landscape

We're pleased to say that employment in our region has fared particularly well in 2021, despite the challenges that COVID-19 continues to throw at us. Between November and December 2021, the number of employees on payrolls increased. And, according to the Office of National Statistics, as of November 2021 we had the highest employment rate in the UK at 79.4%.

Salaries in the Eastern region are particularly competitive, especially when compared to the much lower cost of living here than London. The latest statistics from www.comparemysalary.co.uk show that average salaries in our region range from £27,000 for professional office roles through to £50,000 for technology roles.

This doesn't mean the pandemic hasn't had a huge effect on the job market in our region though. In fact, we'd go as far as to say it's fundamentally changed people's feelings about jobs and careers. And this is affecting the way organisations need to recruit.

New attitudes to work

For many, the pandemic has changed priorities, meaning work is now just one part of a person's life. So they're looking for positions that mean they can fit it in with their lives, rather than the other way round. Salaries of course remain important. But we're increasingly finding they're no longer the only important factor for jobseekers. So what's changed?

- More and more people are looking for employers that also offer them a **good work-life balance**, with flexible or hybrid working options being one of the key must-haves.
- People also want to work for **companies that share their values**, for example with strong environmental, wellbeing, and diversity and inclusion policies. Through our [Best Employers Eastern Region](#) programme, we're pleased to say that many organisations in our region are working hard to create positive working environments which bring out the best in their people.
- The move to more homeworking brought about by the pandemic is **removing geographical boundaries** too. Jobseekers' searches are becoming less London-centric (we've noticed this particularly in our Essex office) and they're looking further afield for that perfect position. This fits well with the previous point as well – if someone finds a company whose ideals or values particularly chime with them, the fact that they're a long way away isn't the problem it used to be.
- Expectations when it comes to **holiday and benefits** have changed as well. For example, 25 or more days' holiday a year is beginning to become the norm. And attractive benefits packages are a must in a crowded market, something we're definitely seeing organisations across in our region considering. (There's more about this in ['Get your benefits right'](#) below.)
- And finally, **loyalty** is playing a big part in people's decisions to move jobs as well. Some are choosing to stay put at companies which have looked after them well during the pandemic. While others are simply not looking for new positions because they're worried about the current economic situation and don't want to be 'last in' at a new organisation.

A buyer's market



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While this is all good news for jobseekers, it's not so great for businesses. More roles and low unemployment mean top candidates are in high demand. So many organisations are finding themselves in fierce battles for the best talent.

More recently, towards the end of 2021 and into 2022, we've seen a 40% increase in jobs advertised. Applications from advertising are on the decline – in fact, there's been a drop of 70% from these sources. These reflect how cautious candidates are about changing employers as we come out of the pandemic.

Competition for candidates has meant salaries at the lower end of the market have increased considerably over the past two to three years – going up by 10 to 20%. HR advisory and talent acquisition skills seem to be the most in demand, closely followed by the usual areas of niche technology especially in software engineering. We've seen a significant increase in the number of these types of roles coming on to the market. As it's a candidate-driven market, the selection process within an organisation has to be efficient and clear. And any organisation worth their while will take the opportunity to profile their brand and culture.

The numbers

Over the next few pages, you'll find the all-important salary numbers. They're divided into five industries:

- accountancy and accountancy practice
- human resources
- marketing
- professional office
- IT and software

Each section contains a list of common job titles in that sector along with their minimum, maximum and typical salary. We've then broken these down by region – Cambridgeshire, Norfolk, Essex and Suffolk.

A word from Pure Executive

We don't include executive and non-executive director level salaries in our survey. That's because there's so much variation in how remuneration packages are structured between appointments. But here's some guidance on what you should be offering to attract and retain the best candidates for board-level roles.

We talked earlier about how salaries aren't necessarily the first consideration for candidates when deciding whether to change roles. This is something that's long been the case for executive and non-executive level directors – they consider both the financial and lifestyle values of a reward package before deciding to accept a position. This doesn't just apply to recruiting either. After the challenging few years we've all endured through the pandemic, companies are looking to invest in the executives who've stayed with them (especially those who took pay cuts to help keep a business going). And benefits packages are a great place to do just that.

What to offer

Flexible and hybrid working are rapidly becoming the norm at all levels, not least for executives. So if you're not offering this already, it's definitely something you should consider adding to your benefits package. Other things candidates are likely to expect include:

- a **generous holiday allowance**: 25 to 30 days a year, with bank holidays
- a **good pension**: generally 6 to 15%, with 8 to 10% being typical
- **private healthcare and wellbeing programmes**
- **life insurance**: four times the base salary
- an **annual bonus**: usually related to profit or overall financial performance. Companies are offering anywhere between 20% to 100% of the full salary, with 30 to 50% being the average
- a **car allowance or company car**: between £8,000 and £12,000. Over the past two years we've also seen an increase in companies introducing electric vehicle schemes for their executive teams
- **equity or long-term incentive plans (LTIP)**: there isn't a one-size-fits-all for these – it depends on a company's overall strategy and the executive's role. If their job is to drive growth and increase shareholder value or guide the business through a financial transaction, then offering equity or an LTIP to retain and align your leadership team can be an effective tool.

Need help with executive recruitment?

If you're looking to recruit for your board or senior leadership team, or you'd like to discuss our executive remuneration benchmarking service, you can find out more on the [Pure Executive website](https://www.pureexecutive.com). Or you can [contact us](#).



Accountancy

People count, but they're not numbers.

| Company turnover £30-100m | CAMBRIDGESHIRE | | | NORFOLK | | | ESSEX | | | SUFFOLK | | |
|---|----------------|----------|----------|---------|----------|---------|---------|----------|---------|---------|----------|---------|
| | Min | Max | Typical | Min | Max | Typical | Min | Max | Typical | Min | Max | Typical |
| Accounts assistant | £24,000 | £28,000 | £26,000 | £20,000 | £25,000 | £23,000 | £22,000 | £28,000 | £25,000 | £22,000 | £28,000 | £25,000 |
| Accounts payable | £24,000 | £26,000 | £25,000 | £19,000 | £24,000 | £22,000 | £22,000 | £27,000 | £24,000 | £20,000 | £24,000 | £21,500 |
| Accounts receivable | £24,000 | £26,000 | £25,000 | £19,000 | £24,000 | £22,000 | £22,000 | £27,000 | £24,000 | £20,000 | £24,000 | £21,500 |
| Accounts payable or accounts receivable manager | £35,000 | £50,000 | £40,000 | £25,000 | £35,000 | £28,000 | £30,000 | £45,000 | £35,000 | £25,000 | £35,000 | £29,000 |
| Assistant accountant | £26,000 | £35,000 | £30,000 | £25,000 | £30,000 | £27,000 | £28,000 | £35,000 | £30,000 | £26,000 | £32,000 | £28,000 |
| Part-qualified or finalist ACCA or CIMA | £32,000 | £40,000 | £36,000 | £30,000 | £35,000 | £32,000 | £35,000 | £45,000 | £40,000 | £30,000 | £38,000 | £35,000 |
| Newly qualified ACCA, CIMA, ACA | £45,000 | £50,000 | £48,000 | £35,000 | £42,000 | £38,000 | £40,000 | £50,000 | £45,000 | £40,000 | £45,000 | £40,000 |
| Bookkeeper | £25,000 | £32,000 | £28,000 | £24,000 | £28,000 | £26,000 | £22,000 | £28,000 | £25,000 | £24,000 | £27,000 | £26,000 |
| Credit control | £24,000 | £30,000 | £27,000 | £24,000 | £27,000 | £25,000 | £24,000 | £30,000 | £26,000 | £22,000 | £30,000 | £26,000 |
| Credit-control manager | £35,000 | £50,000 | £40,000 | £27,000 | £45,000 | £35,000 | £30,000 | £45,000 | £37,500 | £28,000 | £40,000 | £35,000 |
| Financial planning and analysis | £45,000 | £65,000 | £55,000 | £35,000 | £42,000 | £38,000 | £40,000 | £60,000 | £50,000 | £40,000 | £50,000 | £45,000 |
| Group financial controller | £70,000 | £95,000 | £85,000 | £65,000 | £90,000 | £80,000 | £70,000 | £95,000 | £85,000 | £65,000 | £90,000 | £80,000 |
| Financial controller | £65,000 | £90,000 | £75,000 | £60,000 | £85,000 | £75,000 | £75,000 | £110,000 | £95,000 | £60,000 | £80,000 | £70,000 |
| Finance director or chief financial officer | £90,000 | £120,000 | £100,000 | £70,000 | £120,000 | £90,000 | £80,000 | £120,000 | £95,000 | £80,000 | £120,000 | £95,000 |

Note: extra financial benefits could include a car allowance and bonuses.



| Company turnover £100m+ | CAMBRIDGESHIRE | | | NORFOLK | | | ESSEX | | | SUFFOLK | | |
|---|----------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| | Min | Max | Typical | Min | Max | Typical | Min | Max | Typical | Min | Max | Typical |
| Financial controller | £80,000 | £120,000 | £90,000 | £60,000 | £90,000 | £80,000 | £75,000 | £120,000 | £90,000 | £70,000 | £90,000 | £80,000 |
| Finance director or chief financial officer | £120,000 | £200,000 | £160,000 | £100,000 | £160,000 | £140,000 | £100,000 | £180,000 | £150,000 | £100,000 | £160,000 | £145,000 |
| Group financial controller | £90,000 | £130,000 | £100,000 | £80,000 | £120,000 | £90,000 | £85,000 | £130,000 | £100,000 | £80,000 | £120,000 | £90,000 |
| Finance manager | £55,000 | £65,000 | £60,000 | £45,000 | £65,000 | £50,000 | £45,000 | £65,000 | £55,000 | £50,000 | £65,000 | £55,000 |
| Finance business partner | £55,000 | £70,000 | £60,000 | £35,000 | £55,000 | £45,000 | £50,000 | £75,000 | £60,000 | £50,000 | £70,000 | £60,000 |
| Management accountant | £45,000 | £60,000 | £55,000 | £35,000 | £50,000 | £40,000 | £40,000 | £60,000 | £50,000 | £35,000 | £50,000 | £45,000 |
| Payroll assistant | £24,000 | £30,000 | £27,000 | £22,000 | £30,000 | £26,000 | £24,000 | £30,000 | £27,000 | £24,000 | £30,000 | £27,000 |
| Payroll manager | £40,000 | £50,000 | £45,000 | £30,000 | £60,000 | £45,000 | £40,000 | £60,000 | £50,000 | £40,000 | £50,000 | £45,000 |
| Systems accountant | £55,000 | £70,000 | £60,000 | £40,000 | £65,000 | £50,000 | £40,000 | £70,000 | £60,000 | £40,000 | £65,000 | £50,000 |
| Tax accountant | £50,000 | £60,000 | £55,000 | £40,000 | £60,000 | £50,000 | £50,000 | £70,000 | £60,000 | £40,000 | £60,000 | £50,000 |
| Head of tax | £65,000 | £85,000 | £70,000 | £60,000 | £100,000 | £80,000 | £75,000 | £110,000 | £90,000 | £60,000 | £85,000 | £80,000 |
| Treasury accountant | £45,000 | £55,000 | £50,000 | £40,000 | £60,000 | £50,000 | £45,000 | £65,000 | £55,000 | £40,000 | £60,000 | £50,000 |

Note: Extra financial benefits could include a car allowance and bonuses. Salaries might vary depending on a particular company's funding and listing status.



Accountancy practice

Time well invested.

| | CAMBRIDGESHIRE | | | NORFOLK | | | ESSEX | | | SUFFOLK | | |
|-----------------------------------|----------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| | Min | Max | Typical | Min | Max | Typical | Min | Max | Typical | Min | Max | Typical |
| Part qualified | £25,000 | £32,000 | £28,000 | £25,000 | £35,000 | £32,000 | £25,000 | £35,000 | £30,000 | £25,000 | £32,000 | £30,000 |
| Newly qualified | £40,000 | £45,000 | £42,000 | £35,000 | £45,000 | £42,000 | £35,000 | £45,000 | £40,000 | £38,000 | £42,000 | £40,000 |
| Assistant manager (or equivalent) | £45,000 | £55,000 | £50,000 | £45,000 | £55,000 | £50,000 | £40,000 | £55,000 | £50,000 | £45,000 | £55,000 | £50,000 |
| Manager | £50,000 | £65,000 | £60,000 | £50,000 | £65,000 | £55,000 | £50,000 | £65,000 | £60,000 | £50,000 | £65,000 | £60,000 |
| Senior manager | £60,000 | £85,000 | £65,000 | £60,000 | £85,000 | £65,000 | £60,000 | £85,000 | £67,500 | £60,000 | £85,000 | £67,500 |
| Director | £85,000 | £145,000 | £100,000 | £85,000 | £145,000 | £100,000 | £85,000 | £140,000 | £105,000 | £100,000 | £145,000 | £100,000 |
| Partner | £125,000 | £300,000 | £210,000 | £120,000 | £300,000 | £210,000 | £120,000 | £300,000 | £210,000 | £120,000 | £300,000 | £210,000 |

Human resources

100% human, 100% resourceful.

| | CAMBRIDGESHIRE | | | NORFOLK | | | ESSEX | | | SUFFOLK | | |
|---------------------------------------|----------------|----------|----------|---------|---------|---------|---------|----------|----------|---------|----------|---------|
| | £Min | Max | Typical | Min | Max | Typical | Min | Max | Typical | Min | Max | Typical |
| HR administrator | £20,000 | £23,000 | £22,000 | £18,000 | £22,000 | £20,000 | £24,000 | £28,000 | £25,000 | £20,000 | £26,000 | £22,000 |
| HR assistant | £22,000 | £26,000 | £25,0200 | £19,000 | £25,000 | £22,000 | £26,000 | £30,000 | £27,000 | £24,000 | £28,000 | £25,000 |
| HR coordinator | £24,000 | £30,000 | £27,000 | £20,000 | £25,000 | £23,000 | £26,000 | £32,000 | £28,000 | £22,000 | £27,000 | £24,000 |
| HR advisor | £30,000 | £38,000 | £35,000 | £24,000 | £35,000 | £28,000 | £32,000 | £45,000 | £37,500 | £27,000 | £35,000 | £30,000 |
| HR manager | £45,000 | £60,000 | £50,000 | £35,000 | £55,000 | £45,000 | £40,000 | £60,000 | £50,000 | £40,000 | £55,000 | £50,000 |
| HR business partner or people partner | £50,000 | £70,000 | £55,000 | £35,000 | £65,000 | £50,000 | £50,000 | £70,000 | £55,000 | £50,000 | £70,000 | £55,000 |
| Head of HR or HR director | £80,000 | £150,000 | £110,000 | £70,000 | £95,000 | £80,000 | £80,000 | £150,000 | £100,000 | £75,000 | £100,000 | £90,000 |
| Recruitment coordinator | £25,000 | £32,000 | £28,000 | £22,000 | £28,000 | £25,000 | £25,000 | £32,000 | £28,000 | £25,000 | £32,000 | £30,000 |
| Talent acquisition partner | £45,000 | £60,000 | £55,000 | £30,000 | £45,000 | £40,000 | £40,000 | £60,000 | £50,000 | £40,000 | £60,000 | £50,000 |
| Head of talent acquisition | £60,000 | £90,000 | £75,000 | £40,000 | £60,000 | £50,000 | £50,000 | £75,000 | £60,000 | £40,000 | £75,000 | £55,000 |
| Learning and development assistant | £22,000 | £26,000 | £25,000 | £20,000 | £25,000 | £23,000 | £25,000 | £33,000 | £28,000 | £22,000 | £26,000 | £23,000 |
| Learning and development advisor | £30,000 | £40,000 | £35,000 | £24,000 | £32,000 | £28,000 | £32,000 | £50,000 | £40,000 | £30,000 | £38,000 | £35,000 |
| Learning and development manager | £40,000 | £60,000 | £55,000 | £35,000 | £45,000 | £40,000 | £40,000 | £70,000 | £55,000 | £40,000 | £50,000 | £45,000 |
| Organisational development manager | £50,000 | £60,000 | £55,000 | £45,000 | £60,000 | £50,000 | £50,000 | £70,000 | £60,000 | £50,000 | £60,000 | £55,000 |
| Reward analyst | £40,000 | £50,000 | £45,000 | £35,000 | £50,000 | £40,000 | £40,000 | £60,000 | £50,000 | £40,000 | £50,000 | £45,000 |
| Reward manager | £50,000 | £70,000 | £65,000 | £45,000 | £60,000 | £50,000 | £50,000 | £70,000 | £60,000 | £50,000 | £65,000 | £55,000 |
| Head of compensation and benefits | £65,000 | £90,000 | £80,000 | £55,000 | £70,000 | £60,000 | £60,000 | £80,000 | £70,000 | £65,000 | £80,000 | £75,000 |

Note: Extra financial benefits could include a car allowance and bonuses.

Marketing

Trust your employer brand.

| | CAMBRIDGESHIRE | | | NORFOLK | | | ESSEX | | | SUFFOLK | | |
|------------------------------------|----------------|----------|---------|---------|----------|---------|---------|----------|---------|---------|----------|---------|
| | Min | Max | Typical | Min | Max | Typical | Min | Max | Typical | Min | Max | Typical |
| Brand manager | £35,000 | £60,000 | £50,000 | £30,000 | £50,000 | £40,000 | £35,000 | £60,000 | £50,000 | £35,000 | £55,000 | £45,000 |
| Category manager | £40,000 | £70,000 | £55,000 | £35,000 | £60,000 | £45,000 | £40,000 | £70,000 | £55,000 | £40,000 | £65,000 | £50,000 |
| Database analyst or CRM specialist | £35,000 | £55,000 | £45,000 | £30,000 | £50,000 | £40,000 | £35,000 | £55,000 | £45,000 | £35,000 | £55,000 | £45,000 |
| Online or digital marketing | £30,000 | £80,000 | £55,000 | £23,000 | £60,000 | £45,000 | £28,000 | £75,000 | £50,000 | £25,000 | £70,000 | £50,000 |
| Events manager | £30,000 | £45,000 | £40,000 | £28,000 | £45,000 | £35,000 | £30,000 | £45,000 | £40,000 | £30,000 | £45,000 | £40,000 |
| Marketing assistant or coordinator | £22,000 | £30,000 | £25,000 | £18,000 | £28,000 | £24,000 | £22,000 | £30,000 | £25,000 | £20,000 | £30,000 | £25,000 |
| Marketing communications | £23,000 | £65,000 | £45,000 | £21,000 | £60,000 | £35,000 | £23,000 | £65,000 | £45,000 | £22,000 | £60,000 | £40,000 |
| Marketing consultant | £60,000 | £100,000 | £75,000 | £55,000 | £100,000 | £70,000 | £60,000 | £100,000 | £75,000 | £60,000 | £100,000 | £75,000 |
| Marketing director | £60,000 | £85,000 | £70,000 | £55,000 | £70,000 | £60,000 | £60,000 | £85,000 | £70,000 | £60,000 | £85,000 | £65,000 |
| Marketing executive | £28,000 | £40,000 | £32,000 | £24,000 | £32,000 | £28,000 | £28,000 | £35,000 | £30,000 | £25,000 | £32,000 | £30,000 |
| Marketing manager | £45,000 | £65,000 | £55,000 | £35,000 | £55,000 | £45,000 | £45,000 | £65,000 | £55,000 | £40,000 | £60,000 | £50,000 |
| PR assistant | £28,000 | £32,000 | £30,000 | £20,000 | £30,000 | £25,000 | £25,000 | £30,000 | £28,000 | £22,000 | £30,000 | £25,000 |
| PR manager | £40,000 | £60,000 | £50,000 | £35,000 | £55,000 | £40,000 | £40,000 | £60,000 | £50,000 | £40,000 | £55,000 | £45,000 |
| Product development or management | £45,000 | £75,000 | £60,000 | £35,000 | £65,000 | £50,000 | £45,000 | £70,000 | £55,000 | £40,000 | £70,000 | £55,000 |
| SEO/SEM | £35,000 | £65,000 | £45,000 | £30,000 | £55,000 | £40,000 | £35,000 | £65,000 | £45,000 | £35,000 | £60,000 | £45,000 |
| Social media | £25,000 | £60,000 | £40,000 | £20,000 | £50,000 | £35,000 | £25,000 | £60,000 | £40,000 | £25,000 | £55,000 | £40,000 |



Professional office

Another good day at the office.

| | CAMBRIDGESHIRE | | | NORFOLK | | | ESSEX | | | SUFFOLK | | |
|---------------------------------|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | Min | Max | Typical | Min | Max | Typical | Min | Max | Typical | Min | Max | Typical |
| Administration | £18,000 | £25,000 | £23,000 | £19,000 | £23,000 | £21,000 | £20,000 | £25,000 | £23,000 | £18,000 | £23,000 | £20,000 |
| Contracts administration | £23,000 | £28,000 | £25,000 | £22,000 | £25,000 | £23,000 | £23,000 | £26,000 | £24,000 | £20,000 | £25,000 | £22,000 |
| Data entry clerk | £18,000 | £23,000 | £21,000 | £18,000 | £20,000 | £19,000 | £18,000 | £22,000 | £20,000 | £17,000 | £20,000 | £18,000 |
| Executive or personal assistant | £32,000 | £45,000 | £40,000 | £30,000 | £38,000 | £33,000 | £30,000 | £40,000 | £35,000 | £28,000 | £40,000 | £35,000 |
| Office junior assistant | £18,000 | £23,000 | £21,000 | £18,000 | £20,000 | £19,000 | £18,000 | £22,000 | £20,000 | £18,000 | £22,000 | £20,000 |
| Office manager | £30,000 | £45,000 | £38,000 | £26,000 | £32,000 | £30,000 | £30,000 | £35,000 | £32,000 | £25,000 | £30,000 | £28,000 |
| Receptionist | £21,000 | £28,000 | £26,000 | £20,000 | £23,000 | £21,000 | £20,000 | £25,000 | £22,000 | £17,000 | £20,000 | £18,000 |
| Customer service administrator | £18,000 | £25,000 | £23,000 | £19,000 | £22,000 | £21,000 | £22,000 | £25,000 | £24,000 | £17,000 | £21,000 | £19,000 |
| Customer service manager | £25,000 | £30,000 | £28,000 | £25,000 | £30,000 | £28,000 | £30,000 | £40,000 | £34,000 | £25,000 | £35,000 | £30,000 |
| Project admin or support | £25,000 | £30,000 | £27,500 | £22,000 | £25,000 | £24,000 | £25,000 | £30,000 | £27,500 | £22,000 | £25,000 | £23,000 |
| Secretary | £25,000 | £30,000 | £28,000 | £22,000 | £28,000 | £25,000 | £25,000 | £30,000 | £28,000 | £25,000 | £30,000 | £27,000 |



IT and software

Make IT work for you.

| | CAMBRIDGESHIRE | | | NORFOLK | | | ESSEX | | | SUFFOLK | | |
|---------------------------------|----------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| | Min | Max | Typical | Min | Max | Typical | Min | Max | Typical | Min | Max | Typical |
| CIO or IT director | £120,000 | £180,000 | £140,000 | £120,000 | £160,000 | £130,000 | £120,000 | £160,000 | £130,000 | £110,000 | £140,000 | £120,000 |
| First-line support | £22,000 | £25,000 | £25,000 | £18,000 | £25,000 | £22,000 | £20,000 | £28,000 | £24,000 | £20,000 | £28,000 | £23,000 |
| Second-line support | £25,000 | £30,000 | £28,000 | £25,000 | £28,000 | £26,000 | £25,000 | £32,000 | £30,000 | £25,000 | £32,000 | £28,000 |
| Third-line support | £30,000 | £35,000 | £35,000 | £30,000 | £38,000 | £36,000 | £30,000 | £40,000 | £35,000 | £33,000 | £40,000 | £35,000 |
| Business analyst | £35,000 | £45,000 | £40,000 | £32,000 | £40,000 | £37,500 | £35,000 | £50,000 | £45,000 | £35,000 | £50,000 | £45,000 |
| DBA or database developer | £35,000 | £60,000 | £50,000 | £35,000 | £55,000 | £45,000 | £35,000 | £60,000 | £50,000 | £35,000 | £55,000 | £45,000 |
| Developer (mid-tier) | £40,000 | £60,000 | £50,000 | £40,000 | £55,000 | £45,000 | £40,000 | £55,000 | £45,000 | £40,000 | £55,000 | £45,000 |
| Embedded software developer | £40,000 | £60,000 | £50,000 | £35,000 | £50,000 | £40,000 | £35,000 | £55,000 | £45,000 | £35,000 | £50,000 | £40,000 |
| Enterprise architect | £65,000 | £95,000 | £80,000 | £60,000 | £80,000 | £70,000 | £65,000 | £85,000 | £75,000 | £60,000 | £80,000 | £75,000 |
| Hardware engineer | £25,000 | £40,000 | £35,000 | £25,000 | £35,000 | £30,000 | £25,000 | £35,000 | £30,000 | £25,000 | £35,000 | £30,000 |
| Head of development | £65,000 | £85,000 | £75,000 | £50,000 | £75,000 | £60,000 | £55,000 | £80,000 | £70,000 | £50,000 | £75,000 | £60,000 |
| Service desk | £25,000 | £32,000 | £28,000 | £22,000 | £28,000 | £24,000 | £25,000 | £30,000 | £28,000 | £25,000 | £30,000 | £28,000 |
| IT director or head of IT – SME | £70,000 | £100,000 | £85,000 | £70,000 | £90,000 | £80,000 | £70,000 | £95,000 | £85,000 | £70,000 | £90,000 | £80,000 |
| IT manager | £55,000 | £75,000 | £65,000 | £50,000 | £70,000 | £55,000 | £55,000 | £75,000 | £65,000 | £50,000 | £70,000 | £55,000 |
| IT manager – SME | £35,000 | £55,000 | £50,000 | £30,000 | £55,000 | £45,000 | £35,000 | £55,000 | £50,000 | £30,000 | £55,000 | £45,000 |
| IT security analyst | £35,000 | £40,000 | £38,000 | £30,000 | £40,000 | £35,000 | £35,000 | £45,000 | £40,000 | £30,000 | £40,000 | £35,000 |



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|------------------------------------|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | Min | Max | Typical | Min | Max | Typical | Min | Max | Typical | Min | Max | Typical |
| IT security manager | £60,000 | £85,000 | £70,000 | £40,000 | £75,000 | £60,000 | £50,000 | £75,000 | £65,000 | £50,000 | £75,000 | £65,000 |
| Junior business analyst | £25,000 | £35,000 | £30,000 | £22,000 | £35,000 | £25,000 | £25,000 | £35,000 | £28,000 | £22,000 | £35,000 | £25,000 |
| Junior developer | £25,000 | £33,000 | £30,000 | £20,000 | £33,000 | £25,000 | £22,000 | £33,000 | £26,000 | £20,000 | £33,000 | £25,000 |
| Lead business analyst | £50,000 | £65,000 | £55,000 | £40,000 | £65,000 | £50,000 | £50,000 | £65,000 | £55,000 | £40,000 | £65,000 | £50,000 |
| Lead developer | £50,000 | £80,000 | £65,000 | £45,000 | £80,000 | £55,000 | £50,000 | £80,000 | £65,000 | £45,000 | £80,000 | £55,000 |
| Network administrator | £28,000 | £32,000 | £30,000 | £25,000 | £40,000 | £30,000 | £26,000 | £40,000 | £30,000 | £25,000 | £40,000 | £30,000 |
| Network engineer | £35,000 | £50,000 | £40,000 | £30,000 | £45,000 | £40,000 | £30,000 | £45,000 | £40,000 | £30,000 | £45,000 | £40,000 |
| Project management | £40,000 | £70,000 | £60,000 | £40,000 | £60,000 | £50,000 | £40,000 | £65,000 | £60,000 | £40,000 | £60,000 | £50,000 |
| Solutions architect | £55,000 | £80,000 | £70,000 | £50,000 | £80,000 | £60,000 | £55,000 | £80,000 | £65,000 | £50,000 | £80,000 | £60,000 |
| System administrator | £30,000 | £45,000 | £35,000 | £30,000 | £45,000 | £40,000 | £30,000 | £45,000 | £40,000 | £30,000 | £45,000 | £40,000 |
| System analyst | £30,000 | £50,000 | £40,000 | £30,000 | £50,000 | £40,000 | £35,000 | £50,000 | £45,000 | £35,000 | £50,000 | £45,000 |
| Test manager | £45,000 | £55,000 | £50,000 | £45,000 | £55,000 | £45,000 | £45,000 | £55,000 | £45,000 | £45,000 | £55,000 | £45,000 |
| Testing and quality assurance | £35,000 | £50,000 | £40,000 | £35,000 | £50,000 | £40,000 | £35,000 | £50,000 | £40,000 | £35,000 | £50,000 | £40,000 |
| Trainer | £35,000 | £45,000 | £40,000 | £25,000 | £40,000 | £35,000 | £35,000 | £45,000 | £40,000 | £25,000 | £40,000 | £35,000 |
| UI or UX manager | £45,000 | £65,000 | £50,000 | £45,000 | £65,000 | £50,000 | £45,000 | £65,000 | £50,000 | £45,000 | £65,000 | £50,000 |
| Web designer – including UI and UX | £35,000 | £45,000 | £40,000 | £35,000 | £45,000 | £40,000 | £35,000 | £45,000 | £40,000 | £35,000 | £45,000 | £40,000 |

Benefits

In 2022, many jobseekers will be looking for more than just a healthy salary. So it's important that you offer extra benefits to make your organisation stand out in a crowded job market. Here are some of the requests we're seeing more of from jobseekers:



Private health insurance



Flexible working hours



Free car parking



Life assurance



Extra holiday



Paid-for training



Home working



Cycle to work schemes



Mobile phone or phone allowances



Enhanced pensions



Car or car allowances



Enhanced maternity or paternity leave



Stock or share options



Option to buy or sell holiday



Payment for overtime



Employee assistance programmes



Mental health support and talking therapies



Access to virtual GPs or health phone lines



Critical illness cover



Extra benefits for spouses and families

Want to know more? We have lots of stories and opinions on our website, including ways to make your organisation more attractive to jobseekers. Go to our [news page](#) to find out more.



About us

Founded in 2002, Pure is the leading recruitment specialist in the east of England. Our mission is simple – to connect talented people with the right opportunities and support the growth of organisations in our region.

Why choose Pure?

People power for business

Our region's most well-loved organisations trust us to find their people. We know that one size doesn't fit all – so we'll get to know your business as well as our own. Then we won't stop until we find the perfect people to join your team.

Experts in our field

With an average of more than seven years' experience each, our consultants have in-depth knowledge of your market sector, and strong networks of contacts. So they have access to high-quality and 'hard to find' jobseekers from across the east (and beyond).

We know talent

We manage more than 50,000 job applications every year. And 99% of our candidates rate us as 'good' or 'excellent'. Because we know how to match the right candidates with the right organisations.

We don't stop at finding the best employees either. We've teamed up with experts across our region to offer development opportunities and programmes in lots of different fields. All to help our clients and their people be the best they can be.

Want to know more?

If you like the sound of our way of working, please [get in touch](#). We'd love to talk about how we can help you, your business and your people.



Cambridge • 01223 209888
Chelmsford • 01245 708808
Ipswich • 01473 250990
Norwich • 01603 216450

www.prs.uk.com

Get in touch

Pure Cambridge

The Workspace, Pioneer Court,
Vision Park, Histon,
Cambridge CB24 9PT

T 01223 209888

E cambridge@prs.uk.com

Pure Chelmsford

Elizabeth House, 28 Baddow Road,
Chelmsford, Essex
CM2 0DG

T 01245 708808

E chelmsford@prs.uk.com

Pure Ipswich

11-13 Princes Street,
Ipswich, Suffolk
IP1 1PH

T 01473 250990

E ipswich@prs.uk.com

Pure Norwich

16 Queen Street,
Norwich, Norfolk
NR2 4SG

T 01603 216450

E norwich@prs.uk.com

T 01223 666455
W www.pureexecutive.com

Pure Executive



Cambridge • 01223 209888
Chelmsford • 01245 708808
Ipswich • 01473 250990
Norwich • 01603 216450

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