

SALARY SURVEY

2023





Hello IT Channel,

In this year's annual salary survey we bring you some of the key insights and issues affecting us all in today's fast paced world of the technology industry:

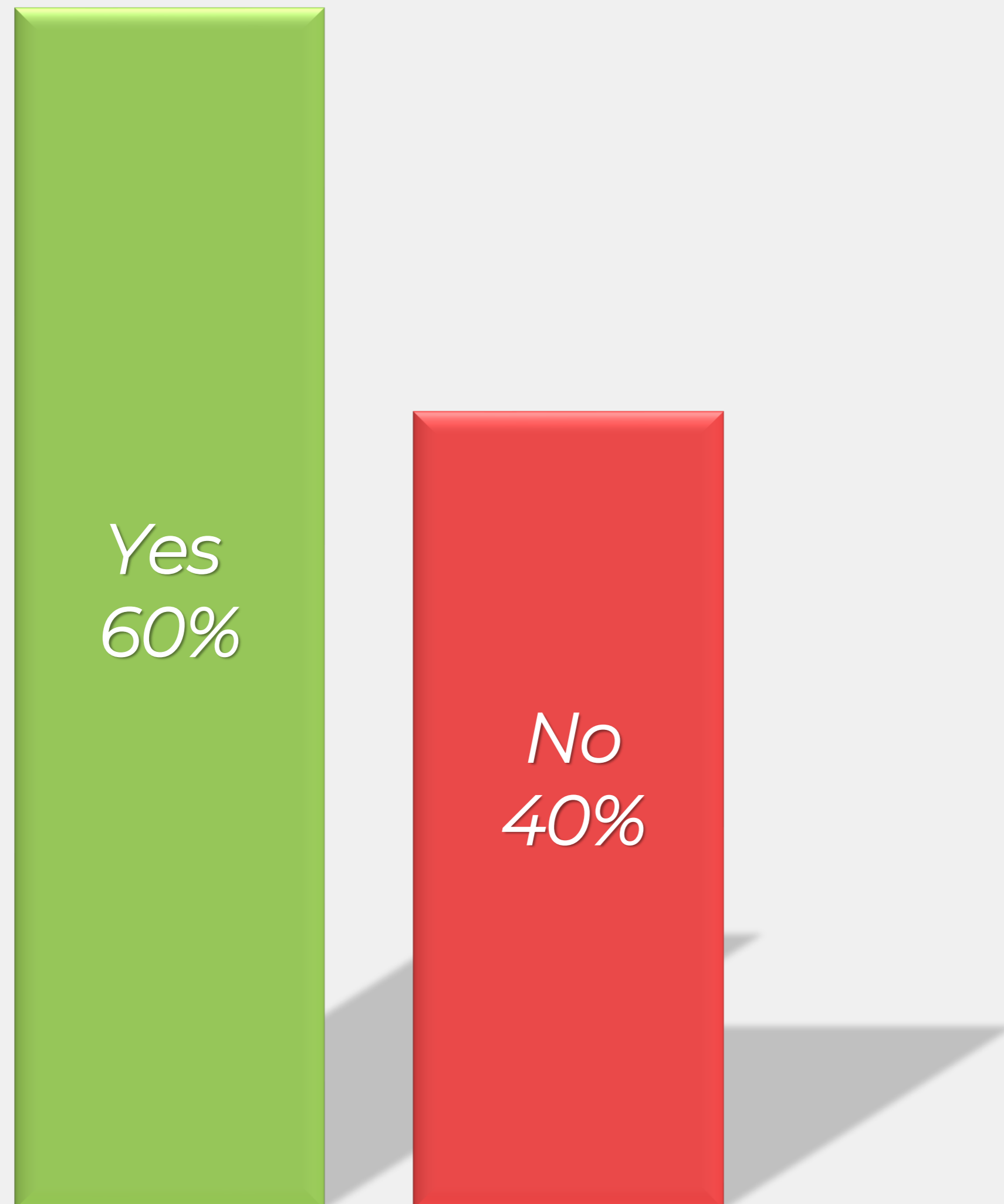
- 83% of companies increased their workforces' salaries in the past 12 months, with many roles seeing increases of between 10-20%.
- 72% of businesses started offering hybrid working to their employees compared to 47% in 2021.

A combination of salary inflation, a greater demand for flexible working and businesses re-thinking their employee benefits packages to make them fit for the 'new world' is the biggest shift we've seen in the employment market since Robertson Sumner started in the year 2000.

With talk of a widespread economic slowdown, will salaries continue to grow exponentially in 2023?

Marc Sumner
Group CEO – Robertson Sumner & Channel Chat

Are you currently tempted to leave your job?



In addition to the salary information collated by Robertson Sumner, we carried out research with a sample of active, passive, and placed candidates.

Asking the candidate market what they currently think about their remuneration packages & benefits.

We also asked a sample of clients we currently work with about their experience of hiring over the last year.

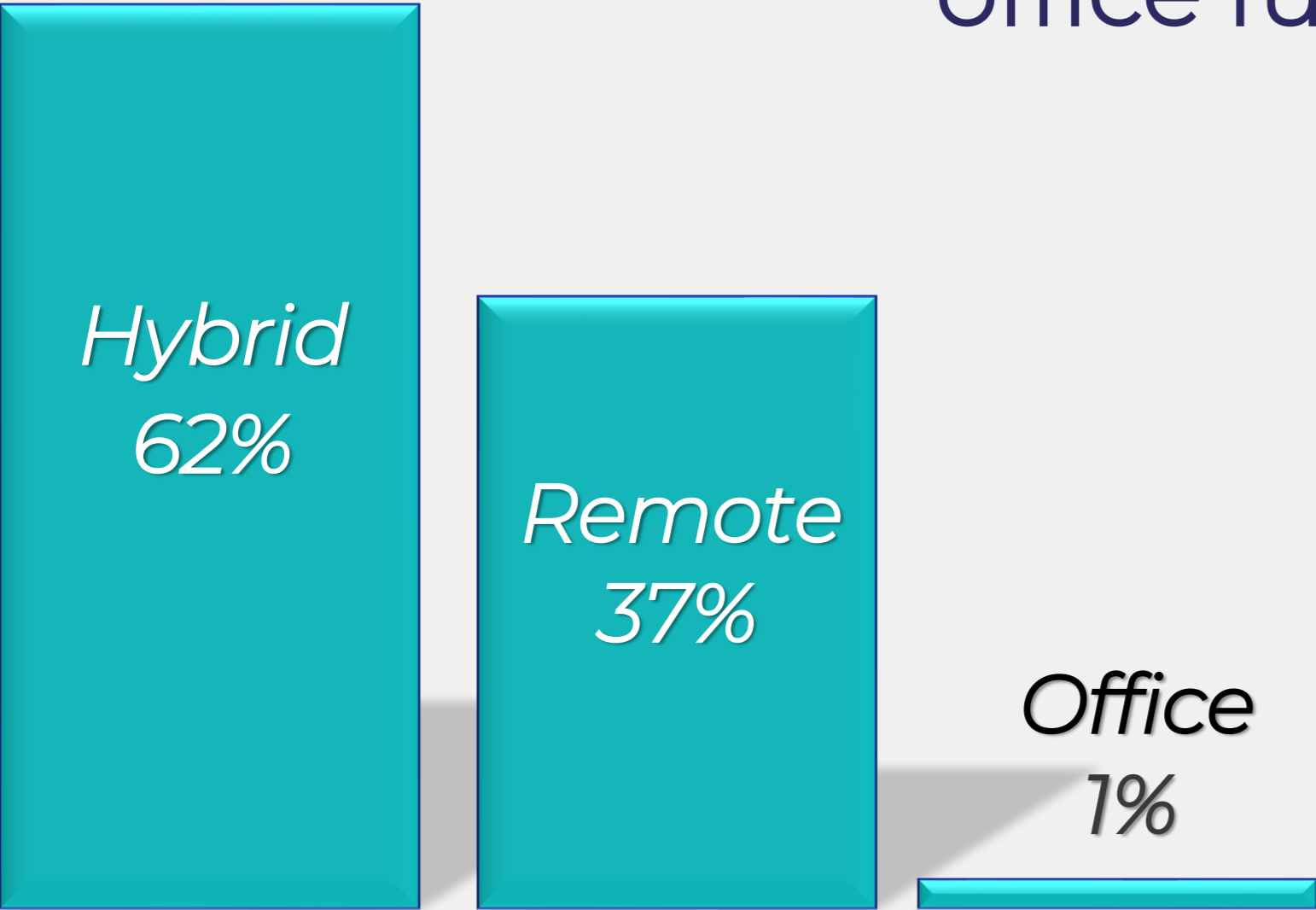
We found that 60% of candidates are tempted to leave their current job with the most common reason why being salary, closely followed by location, and the desire to reduce commute time.

As expected, remuneration has a significant influence on employees decisions around continuing in a current role or seeking an alternative.

The shift we have seen since covid with flexible working is here to stay and is proving to be one of the top considerations which draws in new talent.

The number of job adverts offering work-from-anywhere, or remote policies has continued to rise steadily since 2020.

Would you rather work remotely, hybrid, or in the office full-time?



Although we have increased (37%) proportion of people being in favour of fully remote working, 62% of employees continue to find working in an office on a part time basis hugely beneficial. Mainly due to two factors; their personal career development and to enhance their perceived credibility and professionalism.

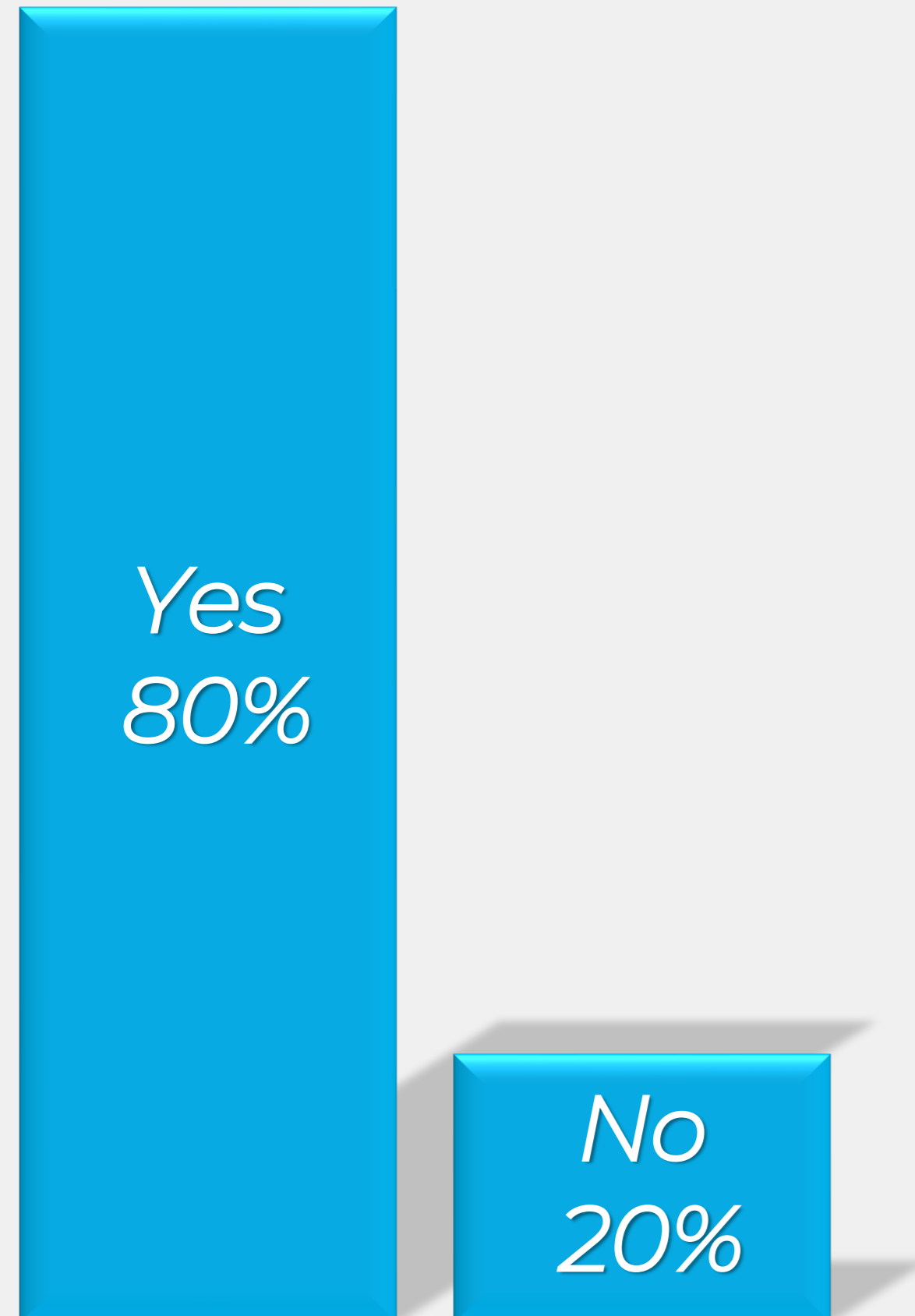
Implementing a fair and reasonable approach can be challenging for any organisation however striking the right balance is crucial.

Which benefit is most important to you?



Distribution

Have people left your organisation in 2022?

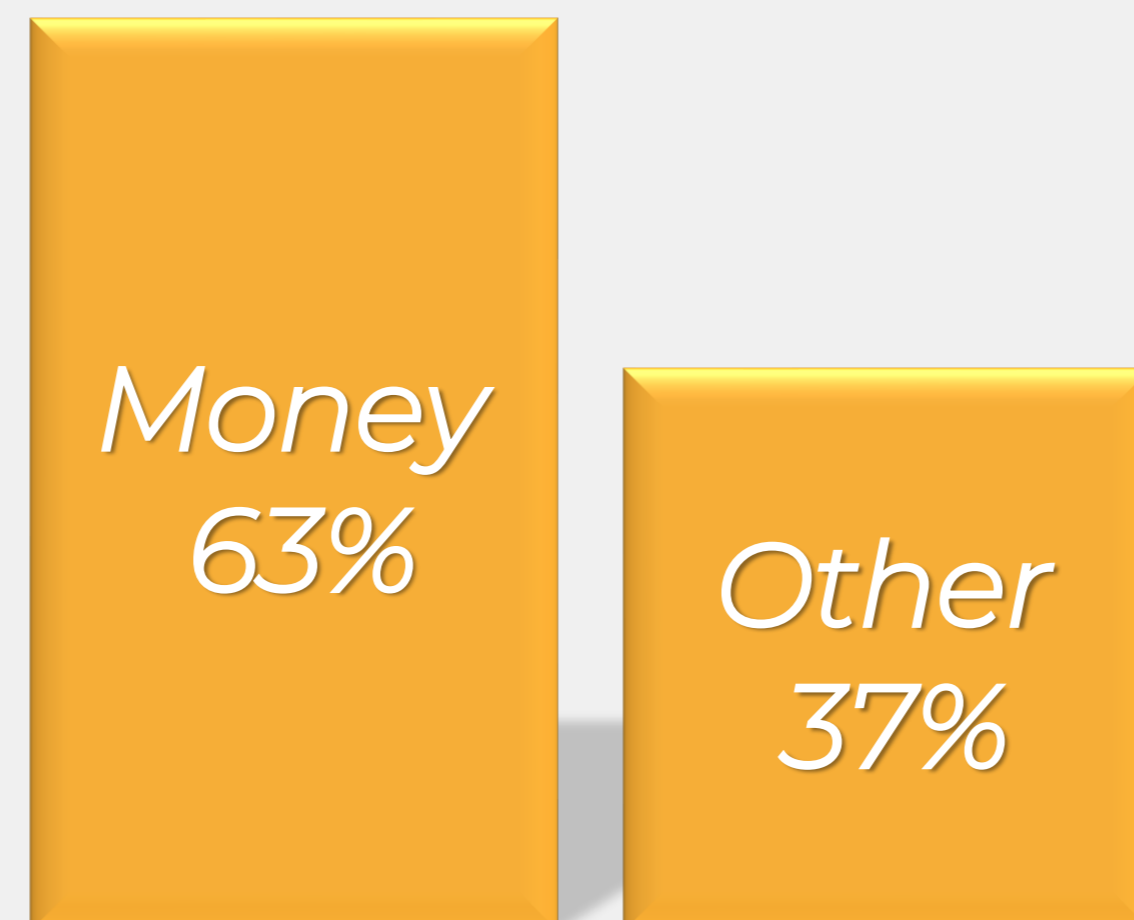


- Increase in potential earning and salaries for all roles within distribution sector roughly on average a 25% increase
- We asked employers what is the biggest reason for people leaving their organisation, with 63% citing monetary factors.
- 84% of employers also believe the increase in salaries early 2022 will present issues moving forwards around the affordability of talent. This increase is highly unlikely to be sustainable long term.

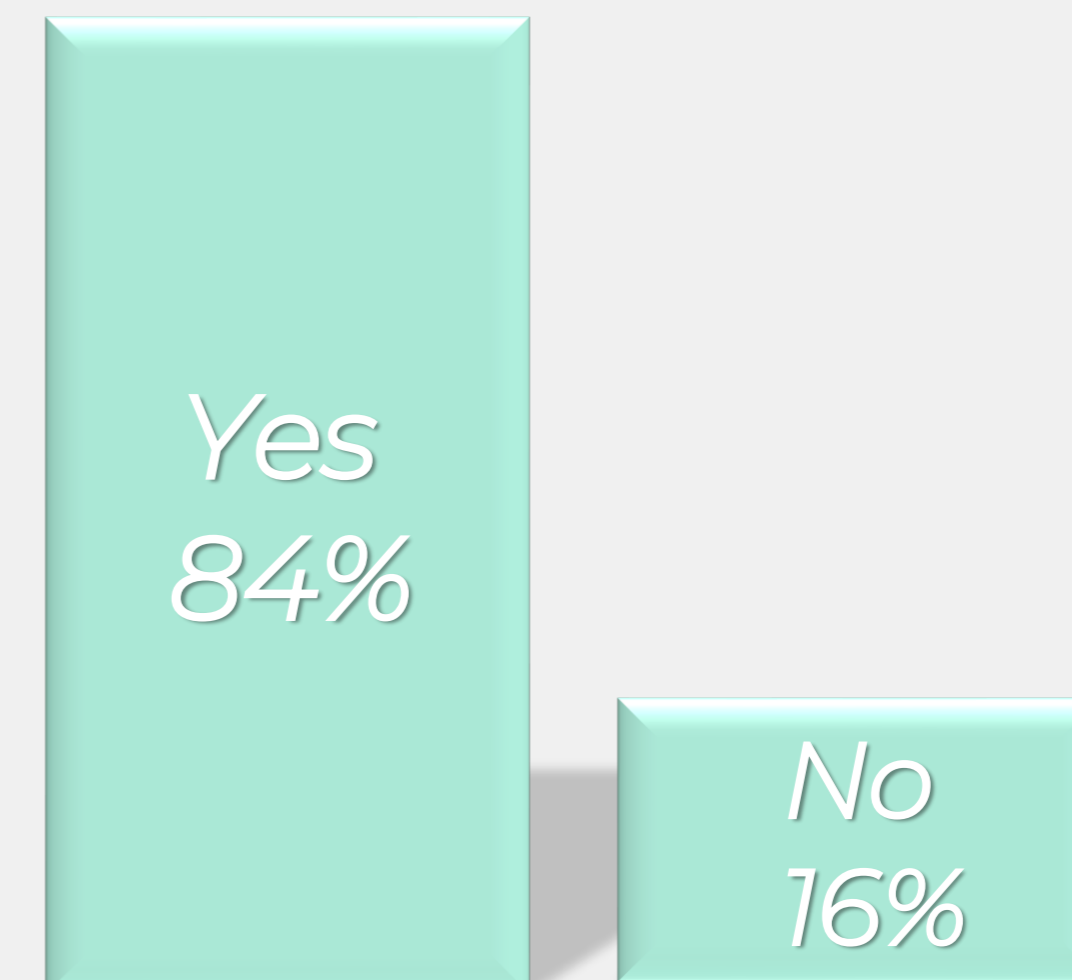
"It is clear that the rise in increased salaries is playing a factor in people's temptation to leave their job as they know they can get higher pay elsewhere"

– Provided by an RS Client

What is the biggest driver for those that left?



Do you think paying higher salaries to your employees is going to present any issues moving forwards?



Reseller

- There has been an overall increase in salaries
- Flexible working is in higher demand 21 vs 22 (See graph)
- There has been an overall increase in salaries which has been driven by the need to secure & retain talent in a competitive market.
- We have found that candidates/employees would rather earn less and have the flexibility to work remote or hybrid than in the office full-time. This shows that despite offering candidates higher pay, flexible working is really the offering that could help employees secure candidates.

"It's clear that especially for those jobs that are not necessary to be in an office will likely never fully return to the office."

One important thing for employers to consider if their workforce are hybrid/remote is tracking productivity & wellbeing – the lack of visibility means there is a risk that performance can't be measured or observed so easily and even more importantly that people's wellbeing due to lack of interaction decreases"

– Provided by an RS Client

Would you rather?

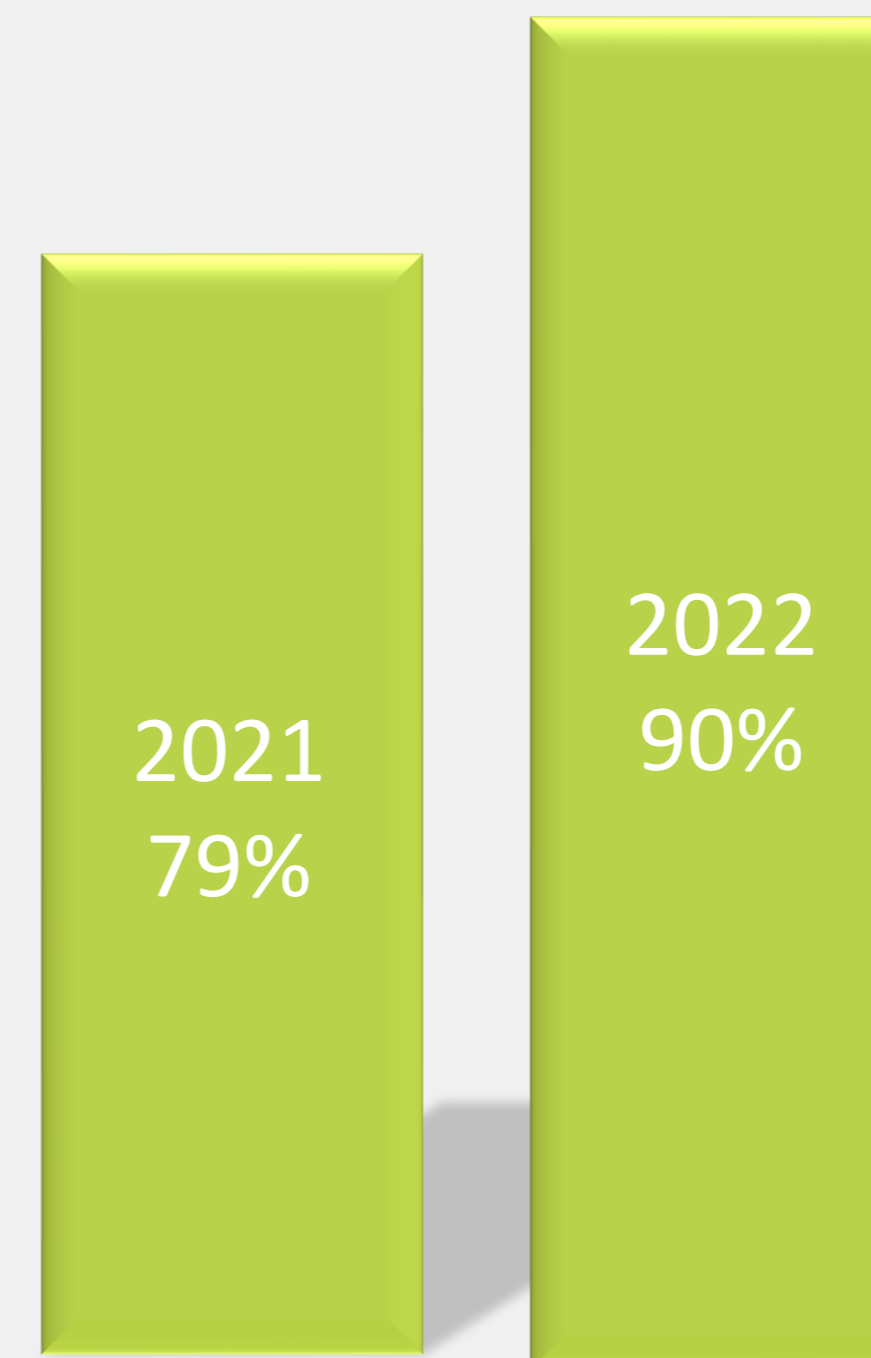
(21 vs 22)

'Company A' paying a salary of **£40,000** and allows you to work hybrid/remote

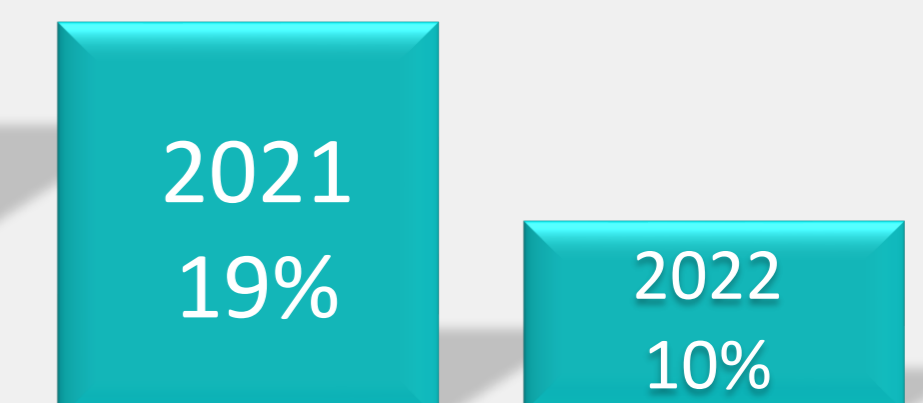
OR

'Company B' paying a salary of **£50,000** but no flexibility with working remote

Company A



Company B



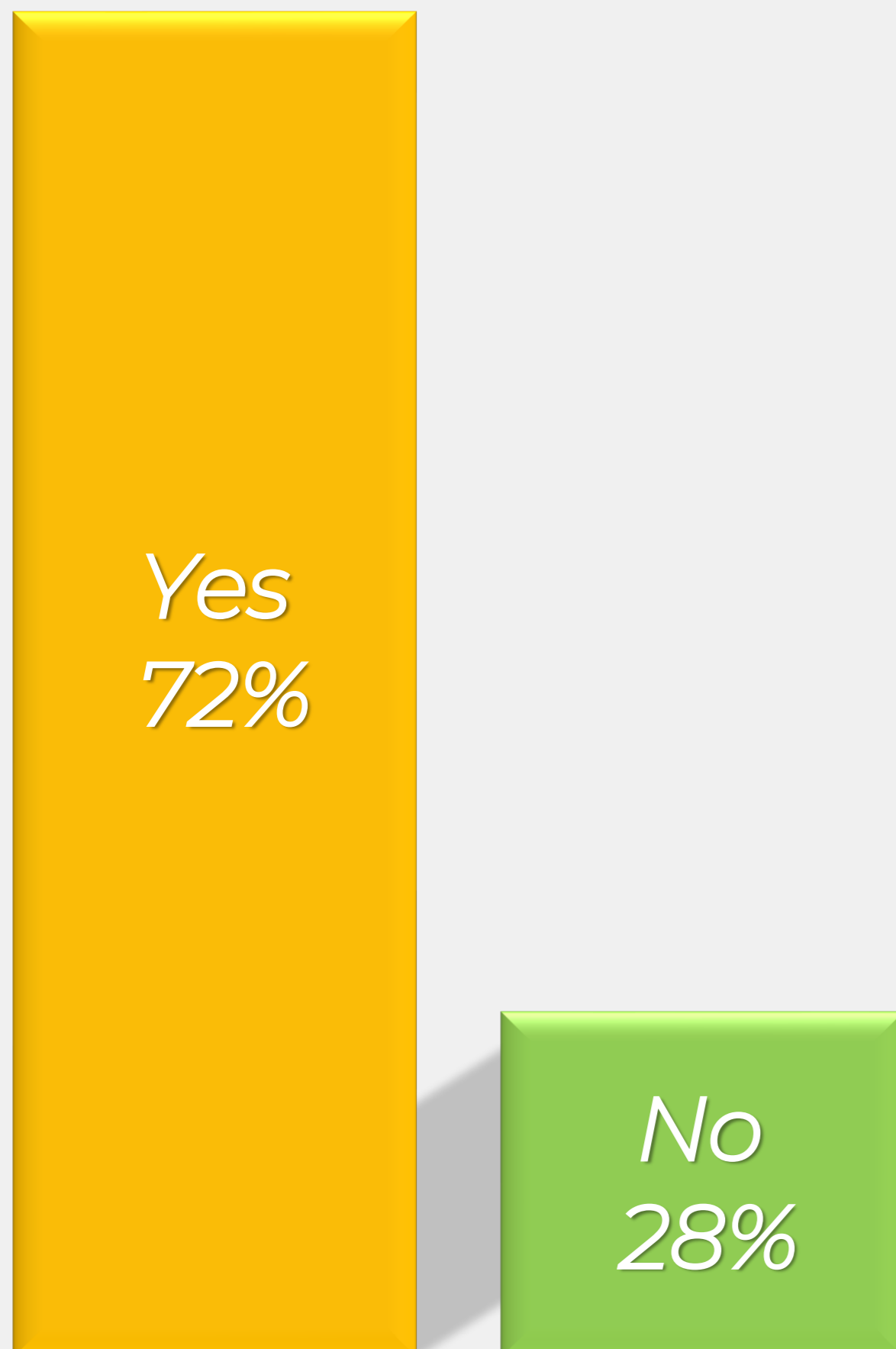
Vendor

Have you found it harder to recruit post covid?



Steve Harrison – Business Development Director – Series 'A' vendor:

"With the market in a state of flux both from a salary and working culture perspective, having a strong recruitment partner to advise on and source the right talent has never been more crucial to ensure we continue to achieve our growth objectives"



- Overall increase in salary on average 23% in 2022
- Employers are still seeing greater demand for – flexible working, increased holiday, shorter week/hours, wellness days, private healthcare

72% of employers have upped their spending on benefits per employee" to attract and retain Gen Z talent.

Wellbeing has become increasingly important to the workforce over recent years with many organisations now introducing wellness days for their employees. Both flexible working, increased holiday & shorter hours are also a benefit desired by the workforce with mental health & wellbeing becoming more important.

Projected Salaries 2023

Distribution

<i>Job Role</i>	<i>Salary Range</i>
Sales Support	£20,000 - £25,000
SDR	£22,000 - £28,000
SDR Manager	£30,000 - £40,000
Inside Sales	£25,000 - £32,000
Inside Sales Manager	£35,000 - £45,000
Channel Account Manager	£35,000 - £50,000
Vendor Manager	£37,500 - £60,000
Sales Manager	£50,000 - £70,000
Sales Director	£80,000 - £125,000

Reseller & MSP

<i>Job Role</i>	<i>Salary Range</i>
Sales Support	£22,000 - £30,000
SDR	£24,000 - £32,000
SDR Manager	£35,000 - £43,000
Inside Sales	£25,000 - £35,000
Inside Sales Manager	£40,000 - £50,000
Business Development Manager	£40,000 - £60,000
Account Director	£50,000 - £80,000
Sales Manager	£50,000 - £80,000
Sales Director	£80,000 - £140,000

Projected Salaries 2023

Vendor

Job Role

Salary Range

Sales Support	£25,000 - £35,000
SDR	£30,000 - £45,000
SDR Manager	£50,000 - £65,000
Inside Sales	£30,000 - £50,000
Inside Sales Manager	£50,000 - £67,000
Account Executive (Mid-Market)	£40,000 - £70,000
Account Executive (Enterprise)	£75,000 - £120,000
Sales Manager	£60,000 - £95,000
Sales Director	£120,000 - £200,000
VP Sales	£127,000 - £225,000

Marketing

Job Role

Salary Range

Social Media Executive	£28,000 - £35,000
Comms Marketing Manager	£45,000 - £60,000
Digital Manager	£45,000 - £65,000
Digital Marketing Executive	£30,000 - £40,000
Brand Manager	£40,000 - £65,000
Category Manager	£40,000 - £60,000
Product Manager	£35,000 - £65,000
Events Manager	£30,000 - £50,000
Marketing Assistant	£22,000 - £32,000
Senior Marketing Executive	£30,000 - £42,000
Marketing Manager	£40,000 - £60,000
Head of Marketing	£55,000 - £105,000
Marketing Director	£70,000 - £140,000