

# Salary Trend Report 2025



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## **Insights from [Jobasaurus.co.uk](https://www.jobasaurus.co.uk) – Where Smarter Hiring Starts**

The job market in 2025 is being reshaped by skills-based hiring, hybrid working norms, and shifting candidate expectations. Employers need real-time salary insights to stay competitive, retain top talent, and make informed offers. At [Jobasaurus](https://www.jobasaurus.co.uk), we've analysed the latest market data and hiring trends to bring you this definitive 2025 salary trend report – across key sectors including healthcare, tech, digital, sales, and care services.

### **Overview: What's Driving Salary Trends in 2025?**

From the continued rise of remote work to sector-specific skill shortages, several major forces are influencing pay structures across the UK job market:

#### Key Drivers:

- **Skills-first hiring:** Employers are prioritising competencies over credentials, leading to salary increases for high-demand skill sets.
- **Inflation pressure:** Despite stabilising in late 2024, inflation has kept upward pressure on pay expectations, especially in frontline roles.
- **Retention-focused rewards:** Companies are offering better total compensation packages – including flexible benefits and learning allowances.
- **Technology acceleration:** AI and automation have shifted salary ranges, with emerging tech roles commanding premium pay.
- **Care sector reform:** Policy and regulatory changes have impacted wages and minimum standards in social care and nursing.

*While the meteoric rise in salaries is starting to slow, they're still outpacing inflation – just like a speedy Velociraptor outrunning a lumbering T-Rex. For the first time since the economic 'Ice Age' of the pandemic, UK workers are finally gaining ground!*

## Sector-by-Sector Salary Trends

### Health & Social Care

**Overview:** Care roles remain in critical demand, with higher wages reflecting both shortages and government intervention.

Role	Avg Salary (2025)		Change vs 2024	Notes
Care Assistant	£23,000 £27,000	–	+8%	Strong growth in private sector
Support Worker	£24,000 £28,500	–	+6%	Mental health experience in high demand
Registered Nurse	£35,000 £42,000	–	+5%	NHS Band 5–6 competitive with private sector
Home Care Manager	£40,000 £50,000	–	+10%	Rise due to increased local authority outsourcing

### Technology

**Overview:** Tech remains one of the of highest paying sectors, especially for roles in AI, cloud and cybersecurity.

Role	Avg. Salary (2025)		Change vs 2024	Notes
Software Engineer	£50,000 £70,000	–	+4%	Salaries stabilising post-2021–23 boom
DevOps Engineer	£65,000 £80,000	–	+6%	High demand in remote-first organisations
Cybersecurity Analyst	£55,000 £75,000	–	+7%	Growing investment in compliance & risk
Data Scientist	£60,000 £85,000	–	+5%	AI/ML experience earns top-end salaries

*Jobasaurus Tip:* Skills in Python, AWS, and Kubernetes command premium rates in contract and freelance markets.

*In 2025, with the average UK salary rising and skills shortages in key sectors, job seekers have more power than ever. Whether you're a coding Compsognathus or a marketing Megalosaurus, make sure you're being paid like a true apex professional.*

## Sales & Business Development

**Overview:** Strong competition for high-performing commercial talent is driving up base salaries and OTE packages.

Role	Avg. Base Salary (2025)	OTE Potential	Change vs 2024
Sales Executive	£28,000 – £35,000	Up to £50,000	+5%
BDM	£40,000 – £55,000	£70k–£100k	+8%
Head of Sales	£65,000 – £85,000	£100k+	+6%

*Insight:* Employers offering uncapped commission, hybrid flexibility, and well-being perks are winning the war for top talent.

## Marketing & Digital

**Overview:** As digital marketing becomes more data-driven, analytical and tech-savvy marketers are commanding higher salaries.

Role	Avg. Salary (2025)	Change vs 2024	Notes
Digital Marketing Executive	£28,000 – £35,000	+4%	Paid ads and automation tools in demand
SEO Specialist	£32,000 – £45,000	+6%	SEO + content hybrid roles increasing
Performance Marketing Manager	£55,000 – £70,000	+7%	Demand for ROI-driven marketers
Head of Digital	£75,000 – £95,000	+5%	Higher in London and fintech sectors

*Jobasaurus Insight:* Candidates value L&D budgets and freedom to test new tools over flashy offices.



*Smart jobs. Fast matches. Future-ready careers.*

## Remote vs On-Site Salary Gaps

The location-based pay gap has narrowed. In 2025:

- **Remote roles** pay on average **3–5% more** in sectors like tech and marketing due to national competition for talent.
- **On-site or hybrid roles** in care and healthcare include more *non-cash* perks such as travel support and mental health days.

## Salary Benchmarking Best Practices (2025 Edition)

To stay competitive:

1. **Use real-time data** – Historic benchmarking is outdated in a fast-moving labour market.
2. **Prioritise total rewards** – Flexibility, progression, and purpose now outweigh salary alone.
3. **Offer salary transparency** – Roles with clear salary ranges get 40% more applications on [Jobasaurus](#).
4. **Think local + national** – Benchmark both within your region and across the UK depending on remote policies.
5. **Adapt quickly** – Reassess every 6–12 months, especially in fast-growing or regulated industries.

## Free Resource: Salary Benchmarking Toolkit (2025)

Need help evaluating your current salary bands? Download our custom-built benchmarking template and attract top-tier candidates without overspending.

**Download the Jobasaurus 2025 Salary Toolkit** [www.jobasaurus.co.uk](http://www.jobasaurus.co.uk)

## **Smarter Hiring Starts Here**

Whether you're hiring a care assistant, a data analyst, or a sales lead – **salary matters**. But so does how you hire.

At [Jobasaurus.co.uk](http://Jobasaurus.co.uk), we help employers build **smarter, skills-first hiring journeys** that balance market data with real-world candidate insights. Want help with salary benchmarking or building high-conversion job ads?

### **Let's talk.**

We'll help you stay ahead of the competition and attract the talent your business deserves.