# Ashdown Group

# Salary Survey

**.Net Developer**
South East Industry Sector: Software Consultancy

# Background

**The information provided has been drawn from market data sources that the Ashdown Group subscribe to, including all of the major IT job boards, along with our own data relating to the underlying skills behind an .Net Developer from vacancies where we have assisted other customers with in the last 2 years, coupled with salary information that our Account Managers have recently collected from the job market.**

Within this report we will present information relating to basic salary trends for C#, SQL and .Net roles and will provide guidance regarding the market rate for entry level roles. It is our understanding that you are looking for someone with 2 years+ experience. The data we are providing is for mid level software developers.
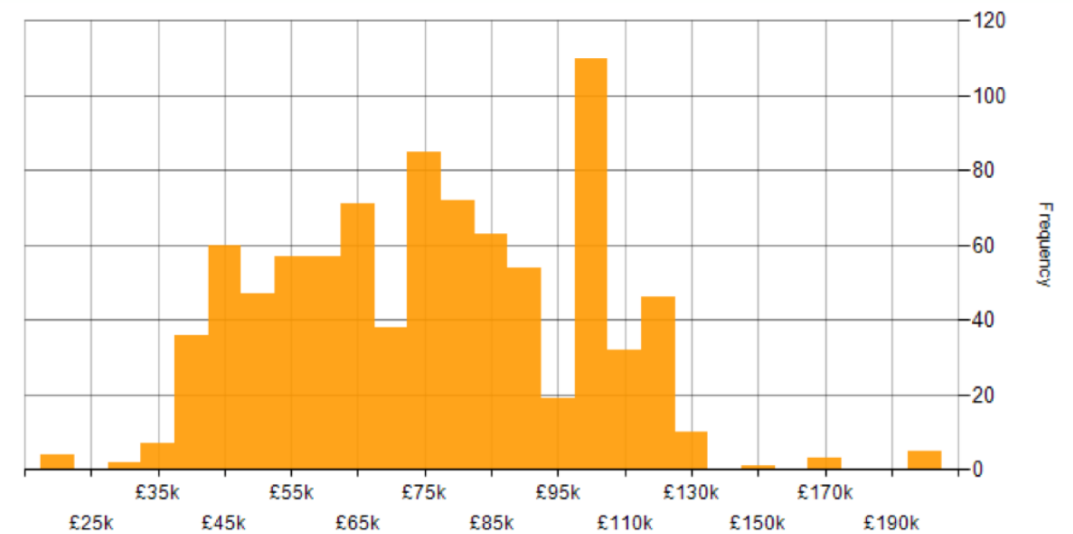
# C# Developer – South East Salary Trend

Average basic salary information for C# Developer roles advertised across South East over, irrespective of industry sector:



Advertised salaries for C# in South East over the last 6 months.
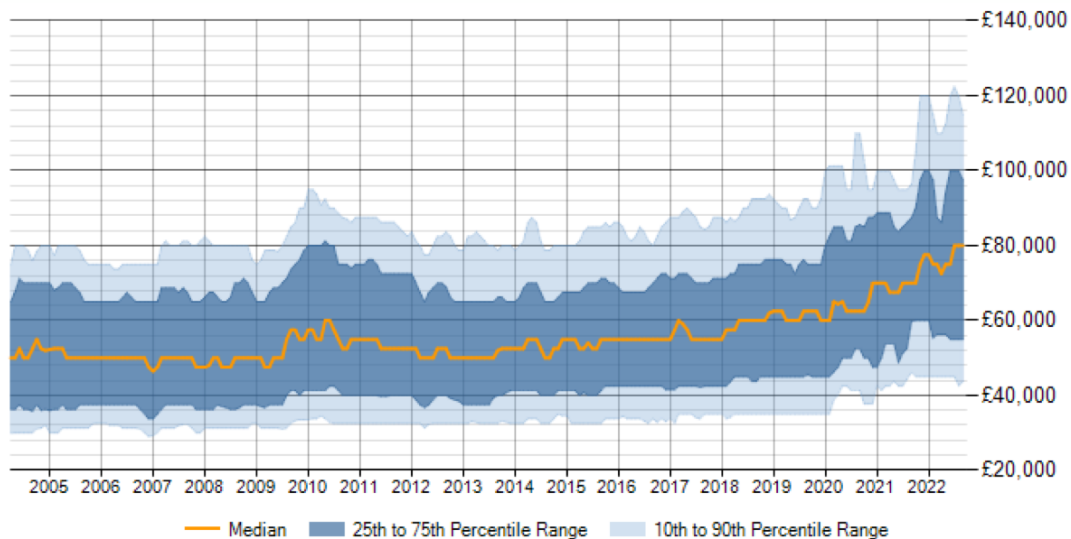


As you can see the available market information shows that over the past 12 months the **average advertised salary for a C# developer has risen 14% to £75,000** in line with all software development salaries.
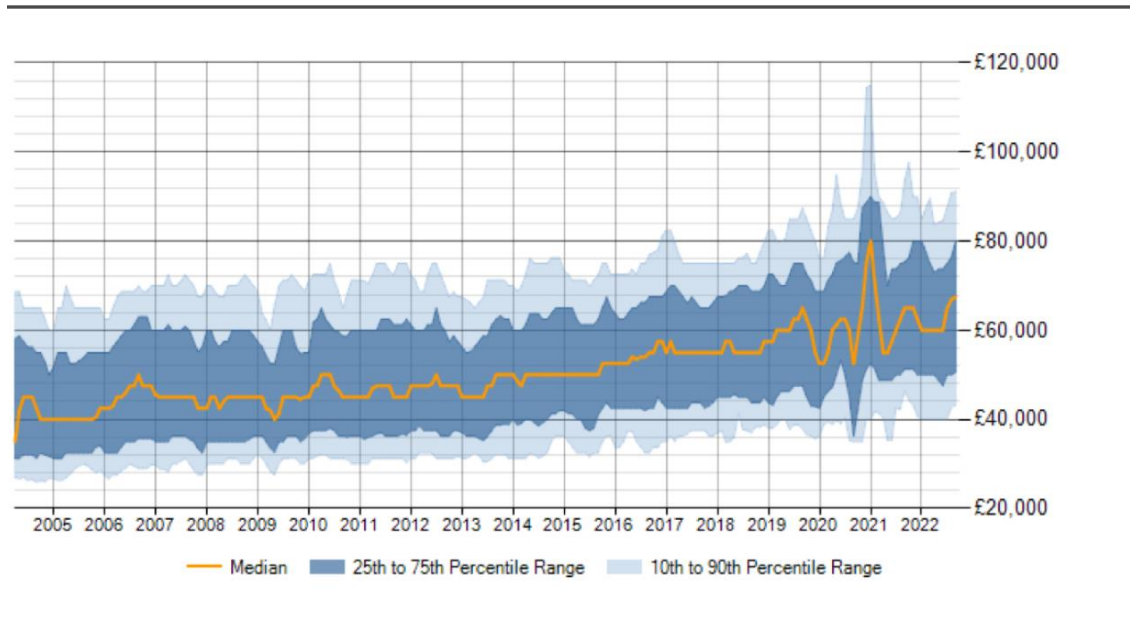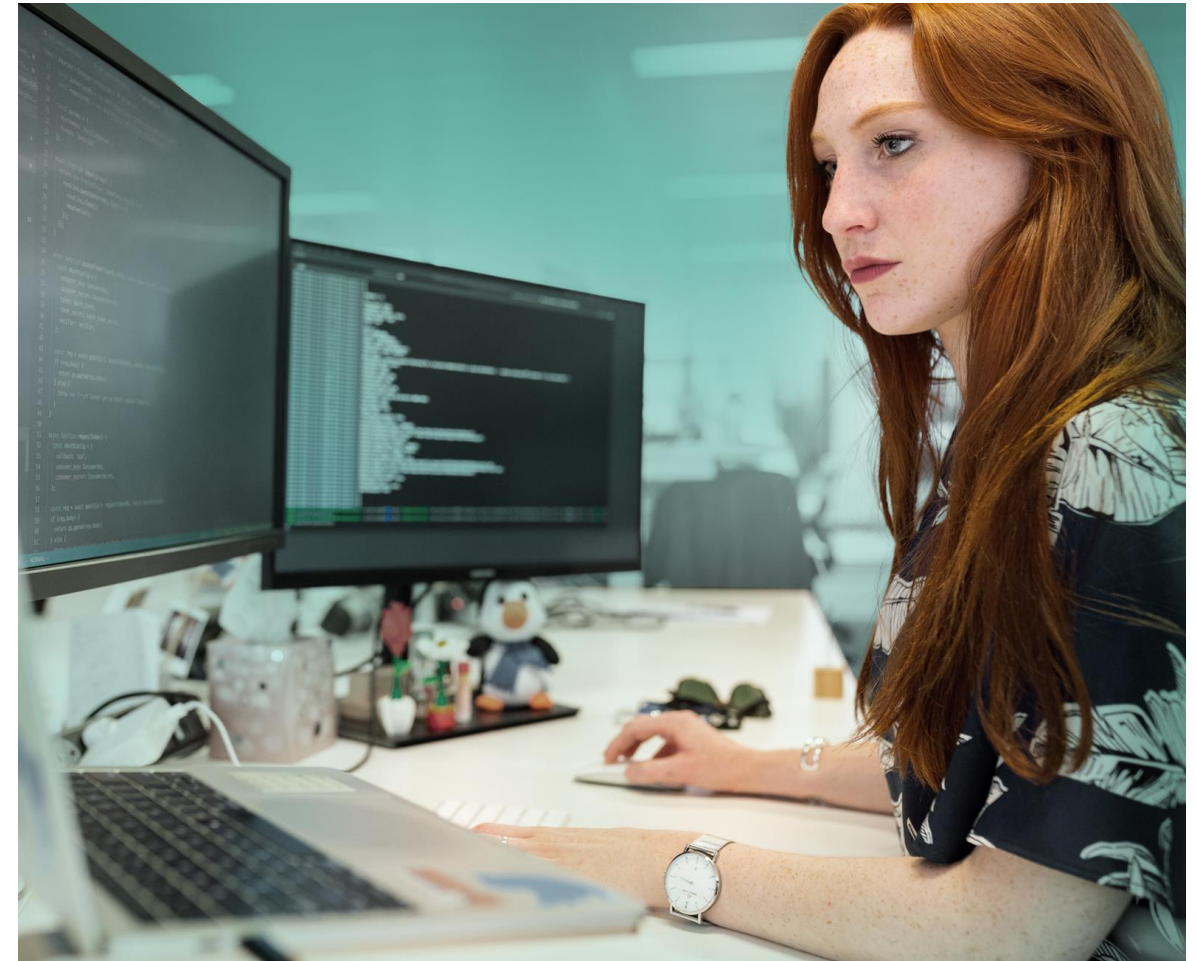
**The 75th percentile salary is currently £95,000.**

# SQL Developer – South East Salary Trend

**Average basic salary information for SLQ Developer roles advertised across South East over, irrespective of industry sector:**



The 50th percentile salary for SQL Developers sits at £65,000 with **the 75th percentile at £78,000**. This data mirrors the salary range for PHP Developers.

# South East Salary Trends

Whilst we appreciate your role is for a mid level developer but would consider a mix of someone at an earlier stage in their career alongside a more experienced developer, the average salary in the South East for a University leaver with a Computer Science degree stands at £40,000. Within a year to 18 months this rises to £50,000 and for someone with 2 years experience the average salary is £55k, with an annual increase of 15% (£8-10k), placing someone with 3 years experience at £65-75k

Attracting someone with 18 months to 2 years experience presents additional challenges as developers at this level in their careers are typically on a clearly defined career path with associated training structure and having had a series of salary increases.

Demand for software developers is at an all time high and there is a strong contract market. This will present significant challenges for companies looking to retain their teams.

On the basis of this information, in order to attract credible candidates to your role we would position the basic salary at £55,000 per annum for someone with 18months - 2 years experience on the understanding that volumes of interest are likely to be low. For someone with more experience we would recommend paying at the 75th percentile of the current marketed developer roles to attract and retain within your team. Anything less would mean that your role is placed at the lower end of the market and you are therefore unlikely to be able to compete with other organisations for the best talent.

It is also noteworthy that nationwide there is currently very significant demand for Developers with demand exceeding available candidates. Salary inflation is running at 12-15% and we predict this will continue through 2023. The UK national average salary for a mid-level C# Developer is £60,000 and £70,000 for a lead developer, in the South East this is £70,000 and £90,000 respectively. With your role being hybrid and South East based, all candidates will need to live within 1 hour from your Guildford site and therefore the above charted data with higher salaries will apply, as broadly the salaries will be similar to London.

We are seeing a huge shift away from on premises development to either a hybrid or remote working environment. This presents opportunities if you are able to consider remote workers as it expands our candidate pool beyond geographic constraints. If you are unable to offer more flexible working, this may be received negatively and present a less favourable environment when available developers are considering options.

Given the current demand, experienced developers are likely to be interviewing at multiple businesses and may receive numerous offers. This has also resulted in a return towards the use of contractors and we are seeing these numbers also climb. A move away from perm is likely to result in a further uplift in basic salaries to compete with a strong contract market. With this in mind, it is essential that we place your role at a competitive level in terms of basic salary so that you can compete with these other organisations for the very best talent.

# Salary Recommendations

**Ashdown Group**

Typical salary ranges for developers within the South East are as follows:

- **University leaver with internship or 1 year of experience** — **£40-45,000**

- **2 years as a C#/SQL/.Net Developer working in South East** — **~£55,000.**

- **3+ years system integration, design and development** — **£70,000-75,000**

- **Lead Developer** — **£80-110,000**

## Opinion

Our findings show that nationwide demand for developers is robust and candidate attraction and retention present a significant challenge.

We completely understand the need to have hybrid/on premises working with your role as there is a great deal to benefit from interacting with colleagues. This means that you are in a geographic location where the market for skills is particularly fierce as you are competing against leading financial and technology businesses with large budgets attracting candidates from your geographic talent pool.

We have had a good level of success attracting recent graduate developers and if this was a level of experience you were able to work with, may present a good option.

For experienced developers working in a permanent role with 2-3+ years experience, our salary recommendation is £70-75,000. If budget constraints won't allow for more, as you are hiring a team of developers one option could be to bring on a team with a mixed level of experience. Earlier stage developers at the lower end of the budgetary scale supporting stronger developers being paid the market rate.