

2027 Salary Guide



365,000+
salaries
analysed

200+
roles
benchmarked



United Kingdom

rh Robert Half®
Talent Solutions

Table of contents

Our 2027 Salary Guide is based on the analysis of thousands of placements made across the UK over the past year with predictions for the year ahead.

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Introduction

In a labour market being reshaped by AI adoption, evolving skill demands and cost pressures, employers are aligning pay more closely to specialised capabilities, and, in some cases, exceeding budgeted salary ranges to compete for talent.

Expanding pay transparency and a growing focus on employee perks and benefits are also changing how companies approach compensation.

The 2027 UK Salary Guide From Robert Half provides projected salary benchmarks for key roles across 6 professional fields. This data-driven resource helps employers make informed decisions about compensation, talent retention and workforce planning, and helps enable professionals to evaluate career opportunities and earning potential.

Whether it's workforce planning or your next career move, we have you covered.





How to use our salary tables

Salary percentiles

Starting salaries are not one-size-fits-all which is why we separate them into three percentiles based on multiple factors. The percentiles account for differences in experience, skill, professional certifications, demand for the role, industry and the size/complexity of the company that’s hiring. The salaries listed in our guide do not include any bonuses or benefits.

25th

The candidate has limited or no experience in the position and is still developing their skills.

50th

The candidate has an average level of experience and has most of the necessary skills.

75th

The candidate has above-average experience, has most or all necessary skills, and may have specialised qualifications.

City variances

We place candidates across the whole of the UK. Due to the cost of living, availability of talent and other factors, starting salaries vary by market. Our 2027 Salary Guide covers salary data for 24 major UK cities. Reach out to your [nearest Robert Half office](#) for a localised salary report for any of these cities listed.

Belfast	Edinburgh	Leicester	
Birmingham	Exeter	Liverpool	Reading
Bristol	Glasgow	Manchester	Southampton
Cambridge	Greater London	Milton Keynes	Swansea
Cardiff	Guildford	Newcastle upon Tyne	Swindon
Central London	Hull	Nottingham	
Cheltenham	Leeds	Oxford	



Finance and accounting

Trends and salary benchmarks

In the UK labour market, finance and accounting hiring managers are re-evaluating salary ranges to help compete for professionals with specialised skills and experience. As roles evolve with the growing use of AI, demand is high for talent who can interpret data, maintain compliance and apply sound judgment to validate AI-driven processes.

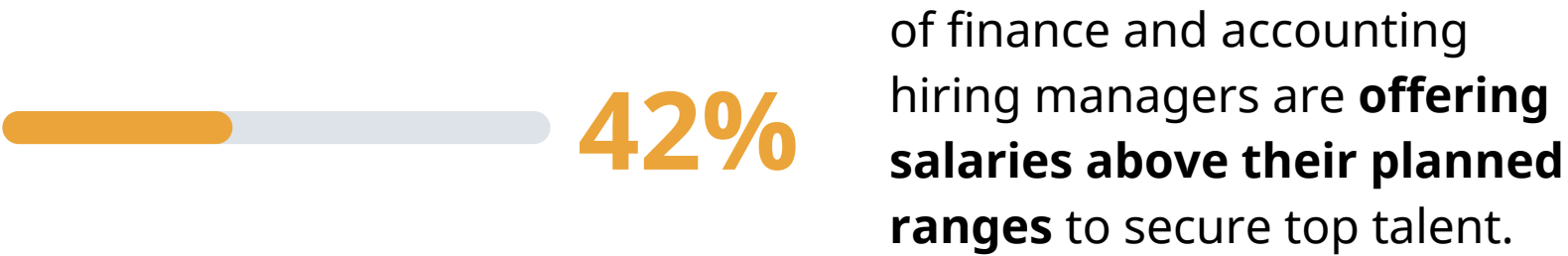
These professionals know their value, making it harder for employers to compete for them when pay falls below market rates or roles expand in scope without corresponding salary adjustments.





Finance and accounting | Compensation trends 1 of 3

Key insights at a glance



Specialised skills that can command higher pay

Financial analysis

Financial reporting

Data analytics

Regulatory filings

ERP / CMS systems

Budgeting and forecasting

AI skills

Tax knowledge



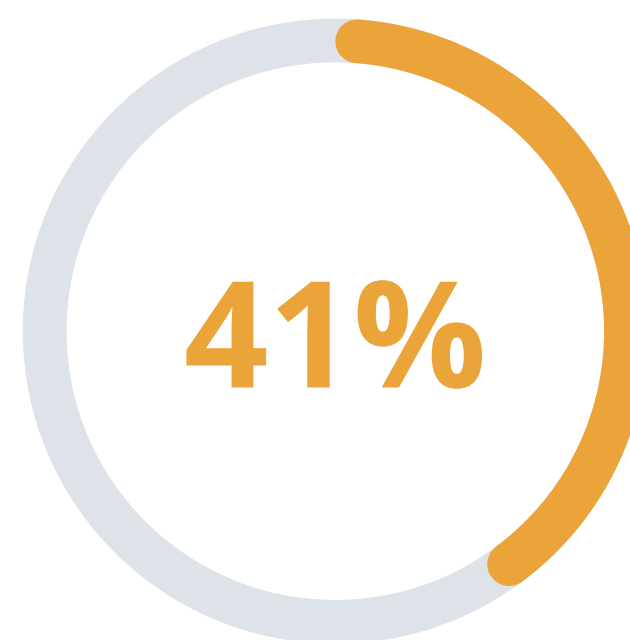
Finance and accounting | Compensation trends 2 of 3

Salary negotiations

Candidates with specialised, in-demand skill sets have greater leverage in compensation discussions, and many employers are responding in kind. Our finance and accounting salary guide points to a targeted, skills-driven approach to compensation, where negotiation is driven by the premium placed on hard-to-find expertise.



of hiring managers are **willing to negotiate** base pay.



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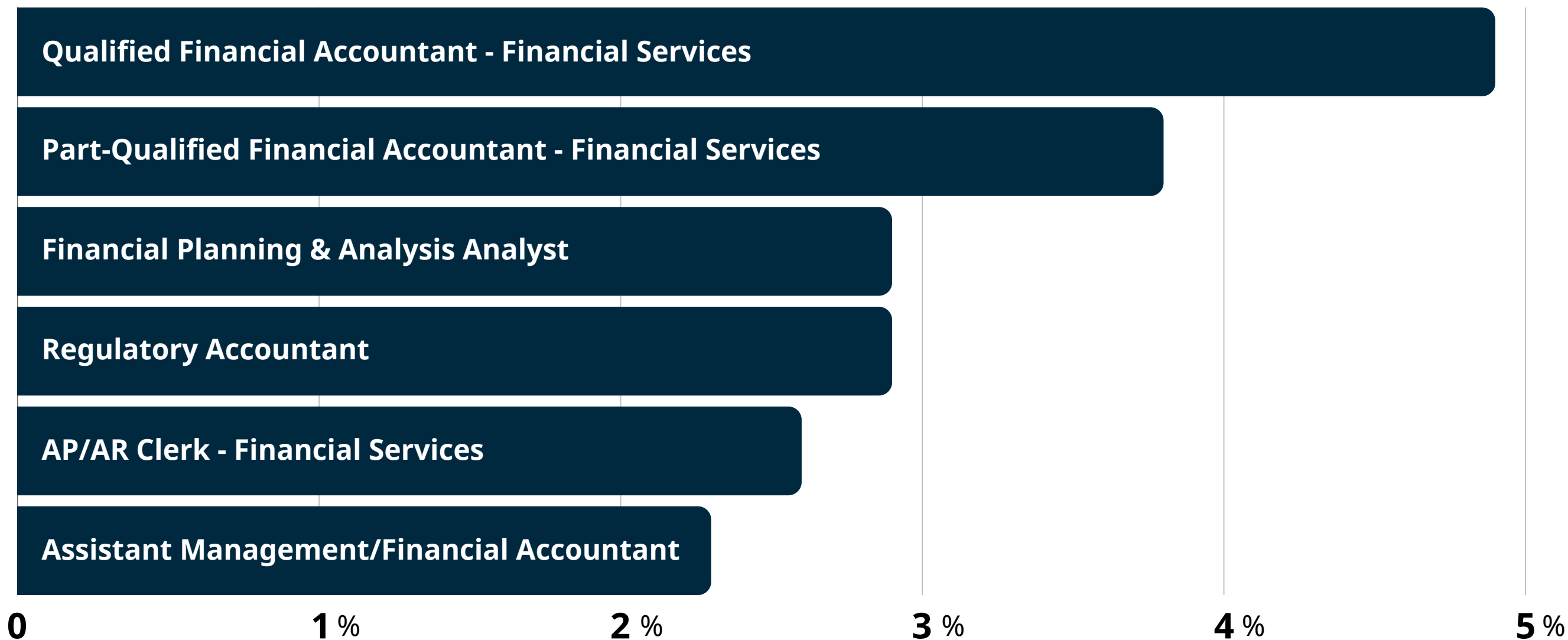
of professionals **struggle** with **knowing their market worth**.



Finance and accounting | Compensation trends 3 of 3

Positions outpacing average gains in 2027

Salary growth above the **1.4% average** for finance and accounting positions is expected for roles that require strong financial reporting, regulatory compliance, forecasting and analytical expertise, particularly within highly regulated and fast-evolving sectors such as financial services.





Finance and accounting | UK salaries

1 of 4

Finance leadership

Job title	25th	50th	75th
Chief Financial Officer - Financial Services	£175,000	£220,000	£300,000
Chief Financial Officer	£150,000	£210,000	£275,000
Group Finance Director	£107,250	£132,250	£165,000
Finance Director - Financial Services	£99,250	£119,250	£150,750
Finance Director	£91,250	£111,250	£140,250
Head of Finance	£85,000	£108,000	£130,000
Shared Service Centre Director	£85,500	£112,500	£135,250
Group Financial Controller	£83,000	£103,250	£117,500
Financial Controller - Financial Services	£70,750	£90,250	£103,750
Financial Controller	£62,500	£70,000	£80,750
Financial Planning & Analysis Director	£85,000	£105,000	£120,000
Fund Controller - Financial Services	£71,000	£78,500	£93,500
Senior Finance Business Partner	£62,000	£73,500	£83,000
Finance Business Partner - Financial Services	£61,000	£71,750	£82,500
Finance Business Partner	£55,750	£60,750	£67,750

Accounting operations

Transactional Finance Manager	£54,250	£63,000	£71,750
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Finance and accounting | UK salaries 2 of 4

Job title	25th	50th	75th
Financial Analyst - Financial Services	£49,500	£55,500	£63,000
Part-Qualified Financial Analyst	£33,000	£40,250	£47,000
Accounts Payable-Accounts Receivables Manager - Financial Services	£40,500	£46,000	£52,000
Accounts Payable-Accounts Receivables Clerk - Financial Services	£26,000	£30,000	£32,750
Payroll Manager	£38,750	£45,250	£55,000
Purchase Ledger Manager	£38,750	£45,000	£52,000
Credit Control Manager	£36,500	£44,000	£50,000
Part-Qualified Financial Accountant - Financial Services	£36,500	£40,500	£45,000
Part-Qualified Financial Accountant	£31,750	£36,000	£41,000
Part-Qualified Management Accountant - Financial Services	£34,500	£39,750	£44,500
Part-Qualified Management Accountant	£33,750	£37,250	£43,000
Assistant Fund Accountant - Financial Services	£32,750	£36,500	£40,500
Assistant Management-Financial Accountant	£28,000	£33,750	£39,000
Bookkeeper	£29,500	£32,500	£34,750
Payroll Administrator	£27,500	£30,250	£33,750
Credit Controller	£27,750	£30,250	£33,250



Finance and accounting | UK salaries 3 of 4

Financial and
management accounting

Job title	25th	50th	75th
Accounts Assistant	£27,500	£30,500	£32,750
Sales Ledger Clerk	£26,250	£29,250	£33,250
Purchase Ledger Clerk	£26,000	£28,250	£31,000
Graduate Accounts Assistant - Financial Services	£26,000	£28,000	£30,000
Head of Regulatory Reporting	£73,750	£89,000	£103,000
Financial Planning & Analysis Manager - Financial Services	£73,250	£82,750	£93,000
Financial Planning & Analysis Manager	£65,500	£75,000	£85,500
Financial Planning & Analysis Analyst	£46,750	£53,000	£60,500
Finance Manager - Financial Services	£54,500	£61,750	£69,000
Finance Manager	£53,000	£60,250	£67,750
Financial Reporting Accountant	£49,500	£61,500	£69,000
Regulatory Accountant	£49,250	£53,000	£56,000
Fund Accountant - Financial Services	£48,250	£55,750	£61,500
Qualified Management Accountant - Financial Services	£47,750	£54,500	£60,250
Qualified Management Accountant	£44,500	£52,000	£58,000
Qualified Financial Accountant - Financial Services	£48,750	£54,000	£61,000



Finance and accounting | UK salaries 4 of 4

Systems and
projects accounting

Tax and treasury

Job title	25th	50th	75th
Qualified Financial Accountant	£48,000	£53,500	£60,000
Head of Finance Transformation	£90,000	£115,750	£140,000
Systems Accountant	£65,500	£74,500	£82,750
Financial Modeller	£64,750	£73,500	£82,000
Project Accountant	£49,500	£58,750	£66,750
Head of Tax	£90,250	£103,250	£121,250
Tax Manager	£60,250	£72,750	£86,000
Tax Accountant - Financial Services	£58,750	£66,750	£75,000
Tax Accountant	£54,000	£59,750	£68,250
Treasury Manager - Financial Services	£59,500	£72,250	£85,750
Treasury Manager	£53,250	£68,000	£79,000
Treasury Accountant	£44,750	£52,250	£60,750



IT and technology

Trends and salary benchmarks

As organisations across the UK expand their use of AI, cloud and data platforms, technology hiring managers are aligning pay more closely to the specialised capabilities tech and IT roles now require, selectively exceeding budgeted salary ranges to secure the talent they need. Professionals with expertise in areas such as security and AI are the ones receiving higher offers.

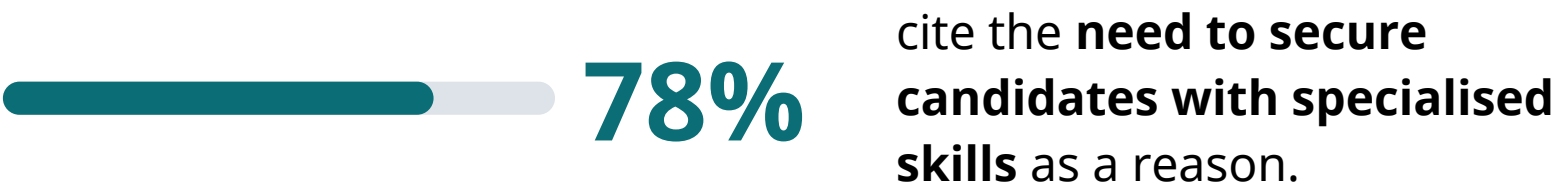
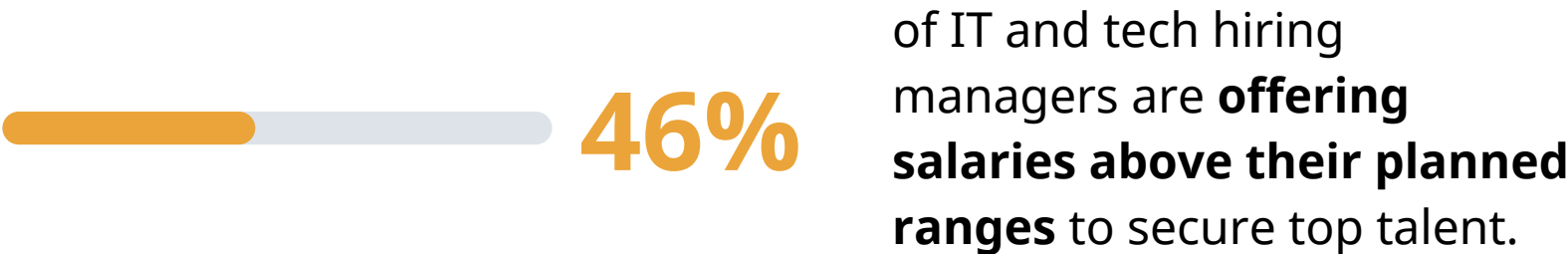
These candidates combine technical depth and human judgment and know their value, making it harder for employers to compete for them when pay falls below market rates or roles expand in scope without corresponding salary adjustments.





IT and technology | Compensation trends 1 of 3

Key insights at a glance



Specialised skills that can command higher pay

Software and applications development

Generative AI solutions use

Cybersecurity

Agentic AI use and/or programming

Data science and database management



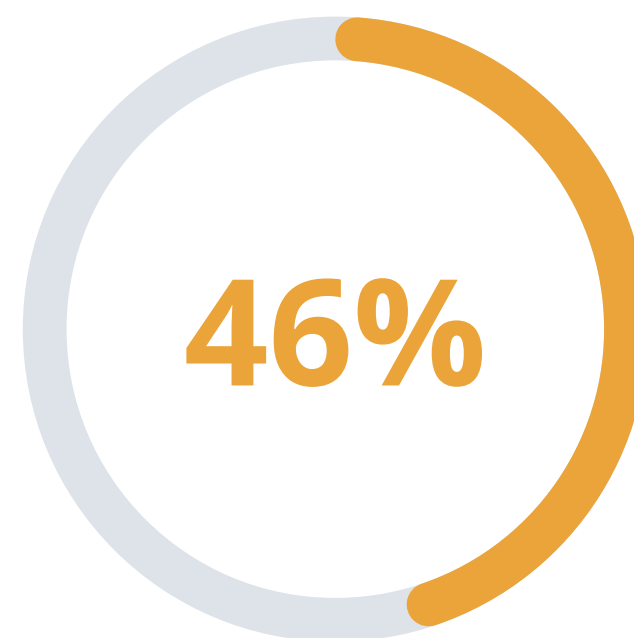
IT and technology | Compensation trends 2 of 3

Salary negotiations

Candidates with specialised, in-demand skill sets have greater leverage in compensation discussions, and many employers are responding in kind. Our IT salary survey points to a targeted, skills-driven approach to compensation, where negotiation is driven by the premium placed on hard-to-find expertise.



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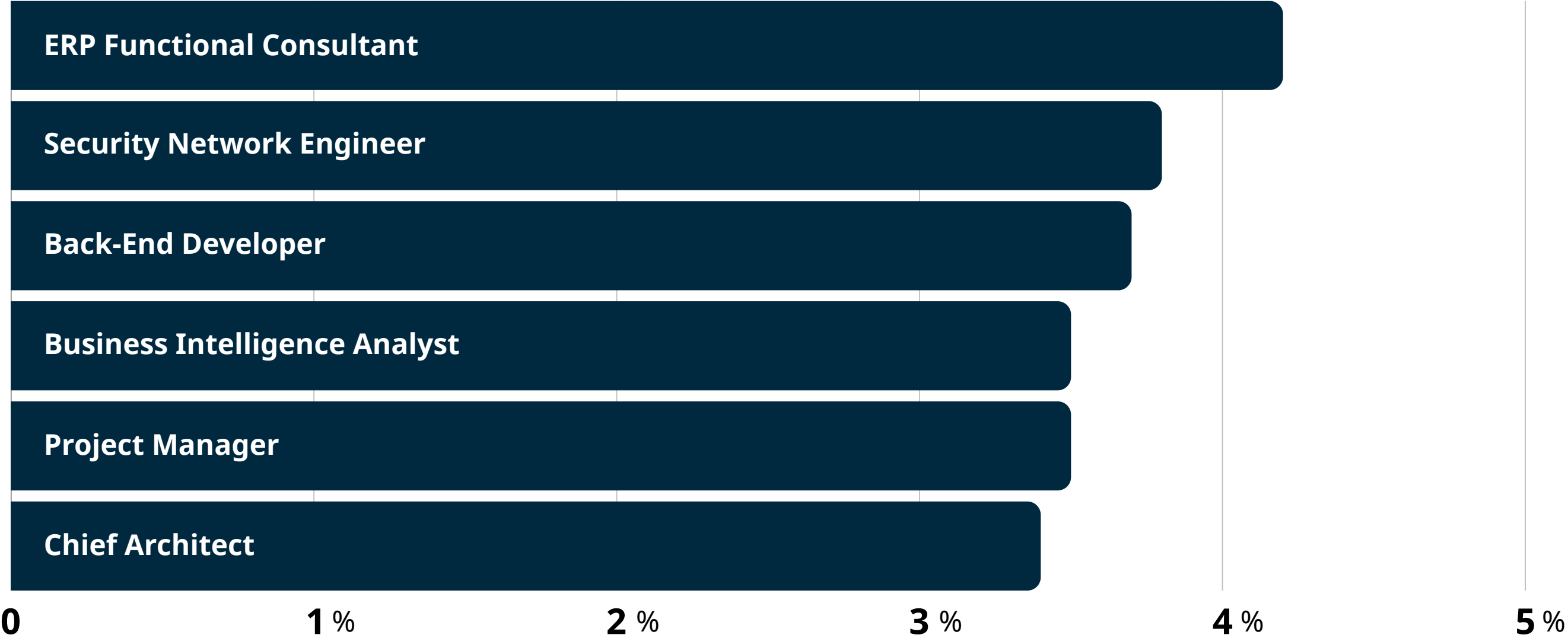
of professionals **struggle** with **knowing their market worth**.



IT and technology | Compensation trends 3 of 3

Positions outpacing average gains in 2027

Salary growth above the **2.1% average** for IT and technology roles is expected for positions that require expertise in enterprise systems, cybersecurity, software development, data analytics, architecture and technology-led business transformation.





IT and technology | UK salaries

1 of 5

IT leadership

Job title	25th	50th	75th
Chief Transformation Officer	£150,000	£200,000	£250,000
Chief Technology Officer	£150,000	£200,000	£250,000
Chief Information Officer	£150,000	£200,000	£250,000
Chief Information Security Officer	£100,000	£150,000	£200,000
Chief Data Officer	£95,000	£140,000	£175,000
Chief Architect	£96,000	£130,000	£175,000
IT Director	£84,750	£98,250	£121,250
Head of IT	£73,000	£84,000	£96,000
IT Manager	£46,500	£55,000	£63,750
Enterprise Architect	£82,750	£96,250	£113,500
Solution Architect	£79,000	£91,250	£109,000
Data Architect	£79,000	£90,750	£104,250
Infrastructure Architect	£72,500	£83,000	£98,250
Head of AI	£98,000	£157,250	£205,000
Head of Machine Learning	£77,250	£92,750	£118,500
Head of Data and Analytics	£72,750	£77,250	£86,750

Business intelligence and data analytics



IT and technology | UK salaries 2 of 5

Job title	25th	50th	75th
Business Intelligence Manager	£54,000	£68,250	£80,000
Business Intelligence Analyst	£33,500	£44,000	£57,750
Machine Learning Engineer	£61,500	£77,000	£97,250
Machine Learning Consultant	£57,500	£71,250	£84,500
Artificial Intelligence Engineer	£50,750	£67,000	£92,500
Artificial Intelligence Consultant	£42,250	£56,500	£69,000
Data Scientist	£57,500	£66,500	£82,000
Data Engineer	£57,500	£67,000	£79,500
Data Governance Manager	£49,500	£65,750	£78,000
Database Manager	£54,500	£61,250	£66,750
Data Analyst	£33,750	£48,500	£57,250
DevOps Manager	£83,250	£99,250	£114,750
DevOps Engineer	£59,750	£72,500	£85,750
Head of Infrastructure	£68,500	£87,250	£101,000
Infrastructure Manager	£57,000	£66,000	£75,000
Infrastructure Engineer	£46,750	£55,750	£64,500

Cloud and infrastructure



IT and technology | UK salaries

3 of 5

Digital transformation -
project services

Job title	25th	50th	75th
Cloud Engineer	£56,500	£68,000	£78,750
Network Manager	£59,500	£65,250	£72,000
Network Engineer	£53,000	£61,500	£71,250
Service Delivery Manager	£51,500	£56,000	£60,750
Systems Engineer	£38,750	£48,000	£56,250
IT Support Manager	£34,750	£42,250	£49,500
Network Administrator	£34,750	£39,000	£45,250
Second-Line Support	£27,750	£31,000	£34,500
First-Line Support	£26,000	£27,250	£29,250
Programme Director	£85,250	£104,250	£129,250
Programme Manager	£71,500	£78,500	£92,500
Head of Product	£79,250	£97,750	£115,250
AI Product Manager	£65,500	£75,500	£95,500
Product Manager	£57,000	£69,000	£85,750
ERP Project Manager	£61,750	£72,250	£82,500
ERP Manager	£59,500	£70,500	£82,500



IT and technology | UK salaries

4 of 5

Information security

Software development
and testing

Job title	25th	50th	75th
ERP Functional Consultant	£56,750	£68,750	£78,500
ERP Support	£37,250	£45,750	£52,000
Senior Business Analyst	£59,000	£65,000	£73,500
Business Analyst	£36,500	£43,750	£54,500
Digital Transformation Manager	£49,750	£61,500	£71,500
Project Manager	£46,750	£59,000	£69,750
Project Management Office Analyst	£40,250	£46,250	£55,250
Business Systems Manager	£46,750	£56,500	£65,250
Head of Security	£82,500	£93,750	£109,250
Security Architect	£69,500	£79,000	£89,500
Information Security Manager	£61,000	£69,000	£85,500
Information Security Analyst	£43,250	£48,500	£57,500
IT Auditor	£53,000	£60,250	£67,750
Security Network Engineer	£50,750	£62,250	£72,250
Head of Engineering	£81,250	£96,000	£117,750
Lead Engineer	£65,000	£76,250	£84,000



IT and technology | UK salaries

5 of 5

Job title	25th	50th	75th
AI Prompt Engineer	£64,500	£93,500	£116,250
Blockchain Developer	£85,750	£101,750	£132,250
Fullstack Developer	£44,250	£61,000	£78,750
Back-End Developer	£46,250	£56,250	£75,250
Front-End Developer	£45,250	£57,000	£74,000
Automation Manager	£44,000	£51,500	£59,250
Automation Consultant	£35,750	£40,750	£47,750
Robotic Process Automation Developer	£38,500	£45,750	£55,750
Robotic Process Automation Consultant	£33,000	£38,000	£43,000
Test Manager	£44,750	£61,250	£78,250
Test Analyst	£28,750	£37,500	£52,750
Applications Support	£34,000	£47,750	£58,500



Marketing and creative

Trends and salary benchmarks

As the mix of content, data and digital capabilities across marketing and creative work continues to evolve, hiring managers in the UK are aligning pay more closely to what roles now require, selectively exceeding budgeted salary ranges for professionals with specialised skills. Content is increasingly data-informed, and AI-enabled tools are reshaping how teams operate, but organisations continue to rely on professionals who can apply expertise, judgement and strategic insight to produce high-quality, impactful work.

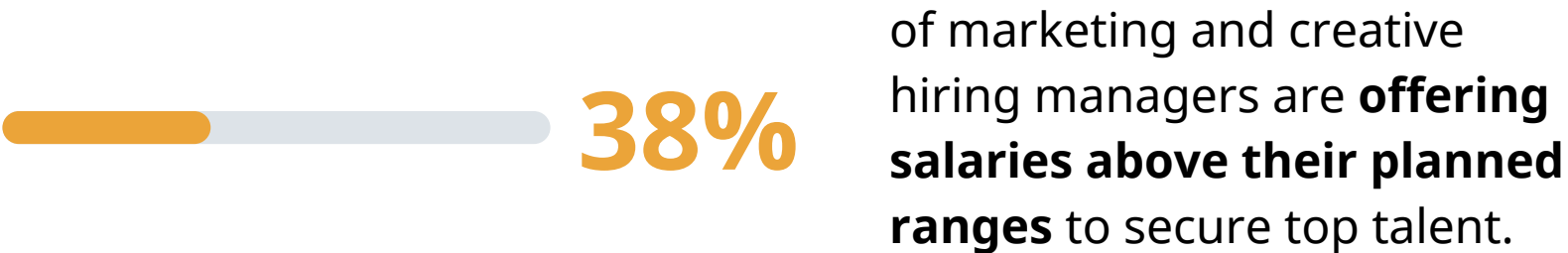
Professionals who combine creative and content skills, digital execution and analytical insight can command higher offers. But the ability to apply those skills with sound judgement is what separates standout candidates. They know their value, making it harder for employers to compete for them when pay falls below market rates or roles expand in scope without corresponding salary adjustments.





Marketing and creative | Compensation trends 1 of 3

Key insights at a glance



Specialised skills that can command higher pay

Analysis and research skills

Copywriting

Video editing

AI skills

Crisis communications experience

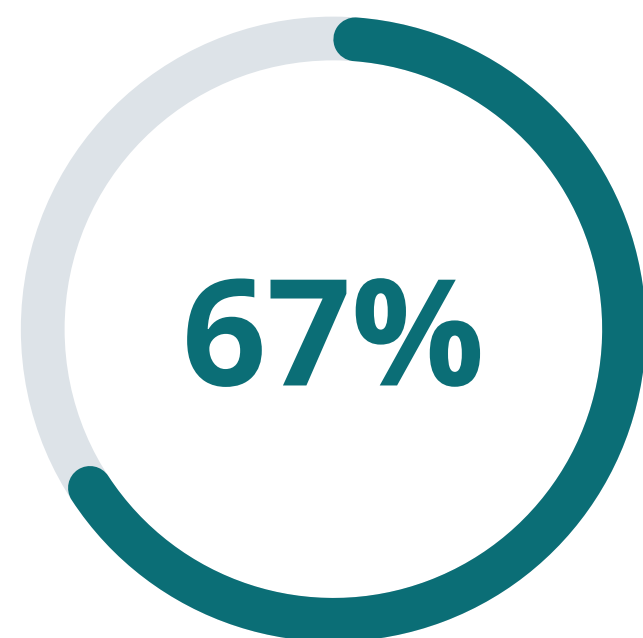
Editorial / journalistic writing



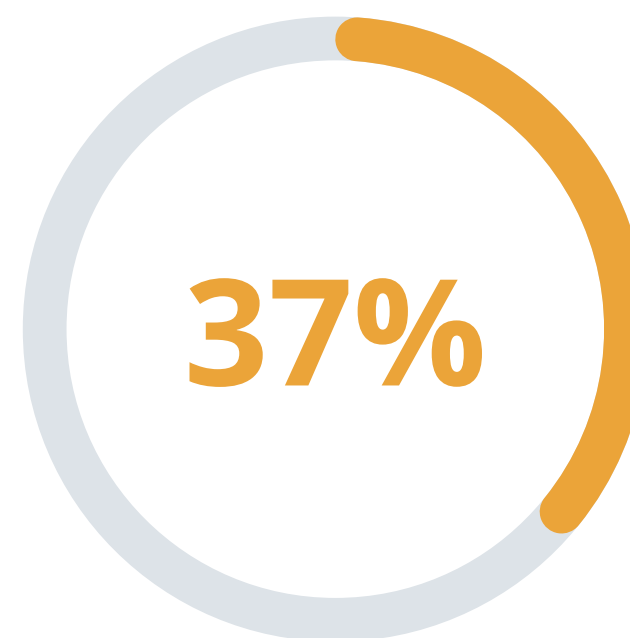
Marketing and creative | Compensation trends 2 of 3

Salary negotiations

Candidates with specialised, in-demand skill sets have greater leverage in compensation discussions, and many employers are responding in kind. Our marketing and creative salary survey points to a targeted, skills-driven approach to compensation, where negotiation is driven by the premium placed on hard-to-find expertise.



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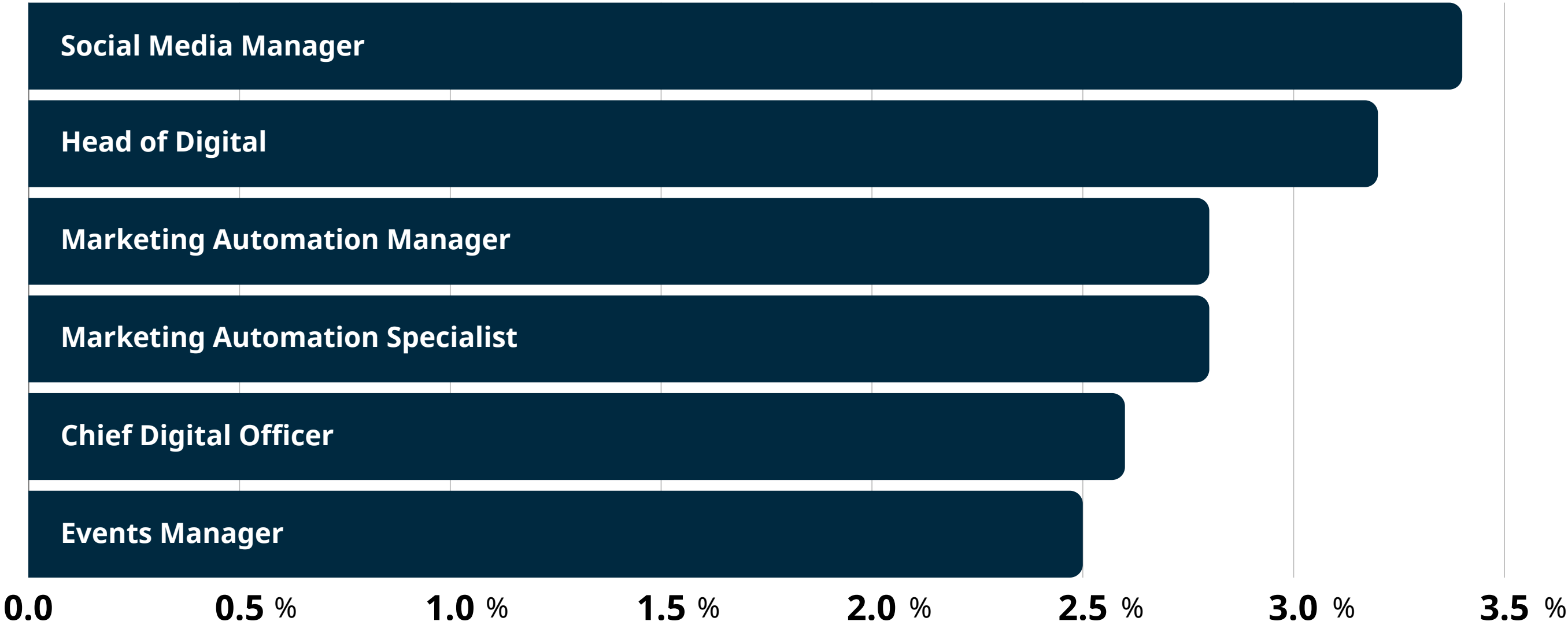
of professionals **struggle** with **knowing their market worth**.



Marketing and creative | Compensation trends 3 of 3

Positions outpacing average gains in 2027

Salary growth above the **1.9% average** for marketing and creative roles is expected for positions that require expertise in digital marketing, marketing technology, audience engagement, social media strategy, automation and data-driven campaign delivery.





Marketing and creative | UK salaries 1 of 3

Digital marketing
and advertising

Job title	25th	50th	75th
Chief Digital Officer	£105,750	£128,250	£151,000
Head of Digital	£79,000	£88,250	£106,250
CRM Manager	£45,000	£55,000	£65,500
Demand Generation Manager	£40,750	£52,250	£65,250
Performance Marketing Manager	£40,750	£52,250	£65,250
Digital Marketing Manager	£40,750	£52,250	£65,250
Digital Marketing Executive	£26,750	£30,500	£35,750
Digital Marketing Assistant	£26,000	£28,500	£30,500
Growth Marketing Manager	£40,500	£52,500	£64,000
Marketing Automation Manager	£37,750	£46,250	£60,500
Marketing Automation Specialist	£32,250	£36,500	£41,500
Insights Analyst	£33,250	£42,750	£60,000
SEO/PPC Specialist	£33,500	£41,250	£58,000
Social Media Manager	£30,500	£38,250	£57,500
Social Media Executive	£27,250	£29,500	£32,750
Social Media Assistant	£26,000	£28,000	£30,000



Marketing and creative | UK salaries 2 of 3

Marketing and
public relations

Design and
production - Digital

Job title	25th	50th	75th
Chief Marketing Officer	£130,000	£180,000	£225,000
Marketing Director	£70,250	£80,000	£90,500
Head of Marketing	£55,500	£67,250	£75,000
Product Marketing Manager	£44,000	£51,500	£58,750
Marketing Manager	£38,250	£47,500	£54,000
Marketing Executive	£28,750	£32,250	£35,750
Marketing Assistant	£26,000	£27,750	£29,500
PR and Communications Manager	£39,750	£51,750	£61,750
PR and Communications Executive	£26,500	£29,500	£36,000
Brand Manager	£36,250	£43,750	£50,750
Events Manager	£29,750	£41,500	£51,000
Head of UX	£74,500	£84,500	£99,000
Product Designer	£44,500	£57,000	£70,000
Digital Project Manager	£37,250	£48,250	£56,250



Marketing and creative | UK salaries 3 of 3

Creative and content

Job title	25th	50th	75th
Motion Designer	£29,500	£36,750	£44,000
Graphic Designer	£26,000	£33,750	£41,250
Content Manager	£28,250	£33,750	£41,250
Copywriter	£28,500	£31,500	£36,750

Legal

Trends and salary benchmarks

As demand for specialised legal expertise grows around the UK, employers are aligning pay more closely to the skills they now need, selectively exceeding budgeted salary ranges to secure talent with specialised skills. Compliance requirements continue to evolve, and AI-powered tools are reshaping legal workflows.

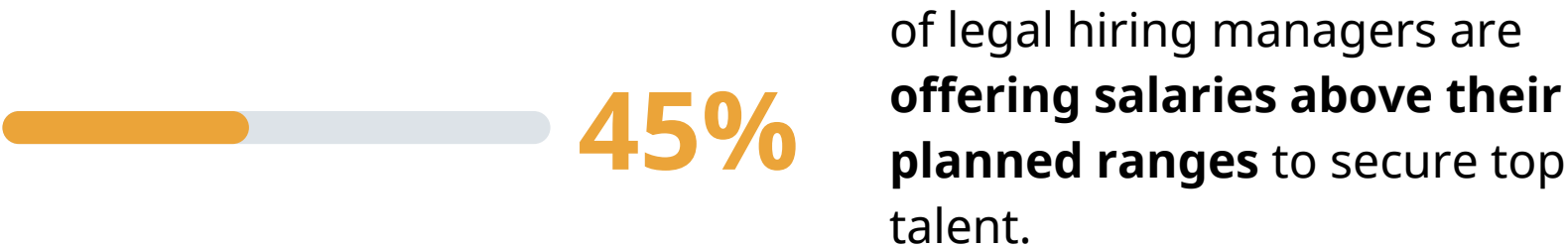
Together, this is increasing demand for professionals whose skills and expertise can help organisations navigate increasingly complex regulatory environments, manage risk and adapt to new technologies.





Legal | Compensation trends 1 of 3

Key insights at a glance



Specialised skills that can command higher pay

- AI skills
- Compliance and governance
- Employment law
- Contract drafting and negotiation
- Experience with technology agreements



Legal | Compensation trends 2 of 3

Salary negotiations

Candidates with specialised, in-demand skill sets have greater leverage in compensation discussions, and many employers are responding in kind. Our legal salary survey points to a targeted, skills-driven approach to compensation, where negotiation is driven by the premium placed on hard-to-find expertise.



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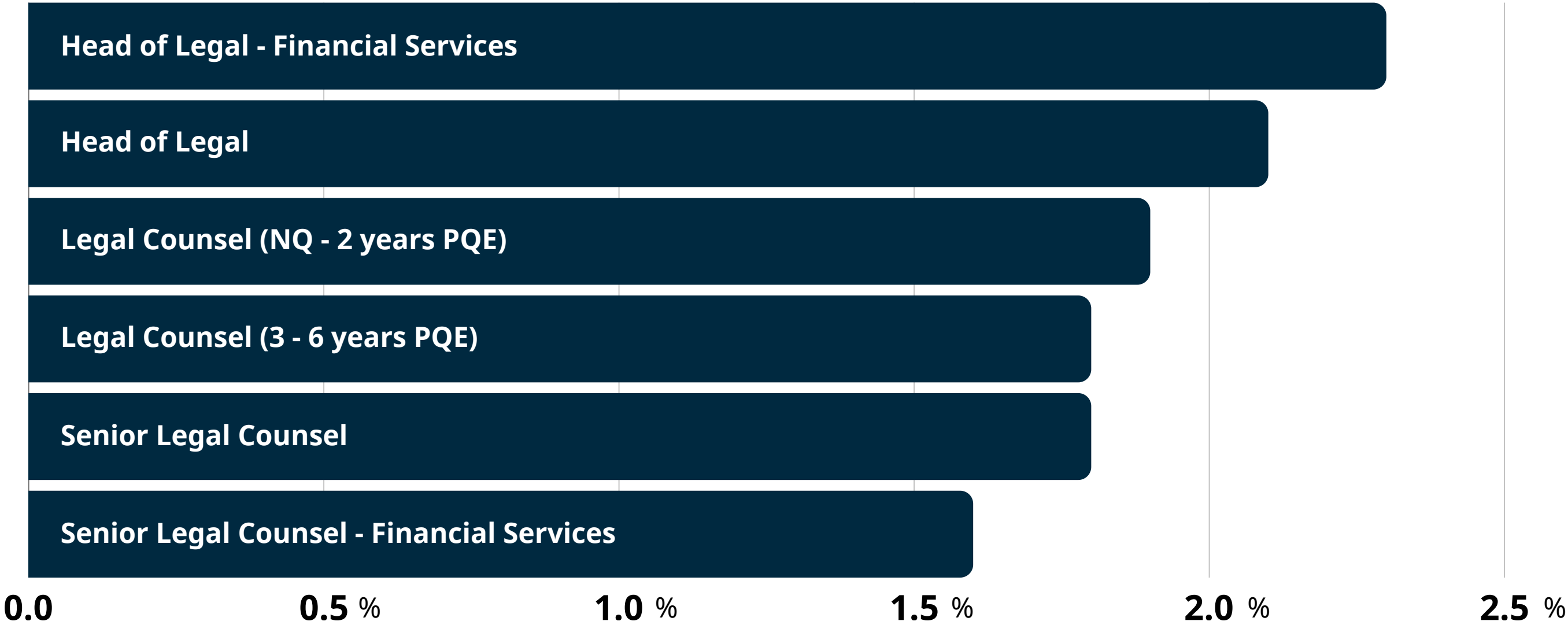
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Legal | Compensation trends 3 of 3

Positions outpacing average gains in 2027

Salary growth above the **1.5% average** for legal roles is expected for positions that require expertise in corporate governance, regulatory compliance, risk management and complex legal advisory work, particularly within highly regulated sectors such as financial services.





Legal | UK salaries

Commerce and industry (In-house)

Job title	25th	50th	75th
General Counsel	£127,250	£146,250	£173,500
Head of Legal	£113,750	£121,500	£129,500
Senior Legal Counsel	£88,750	£99,000	£111,500
Legal Counsel (3 - 6 years PQE)	£73,250	£82,750	£88,250
Legal Counsel (NQ - 2 years PQE)	£58,000	£65,500	£70,500
Paralegal	£27,750	£35,000	£43,000
General Counsel - Financial Services	£141,500	£174,500	£202,000
Head of Legal - Financial Services	£121,250	£136,250	£146,250
Senior Legal Counsel - Financial Services	£98,000	£114,000	£124,000
Legal Counsel (3 - 6 years PQE) - Financial Services	£76,750	£83,000	£89,500
Legal Counsel (NQ - 2 years PQE) - Financial Services	£57,750	£66,750	£72,500
Paralegal - Financial Services	£39,500	£44,500	£49,750

Financial services (In-house)



Administrative and business support

Trends and salary benchmarks

As administrative and business support roles become more technically demanding and their scope evolves, employers in Britain are placing greater value on professionals with specialised skills and experience. In some cases that means exceeding budgeted salary ranges to secure talent.

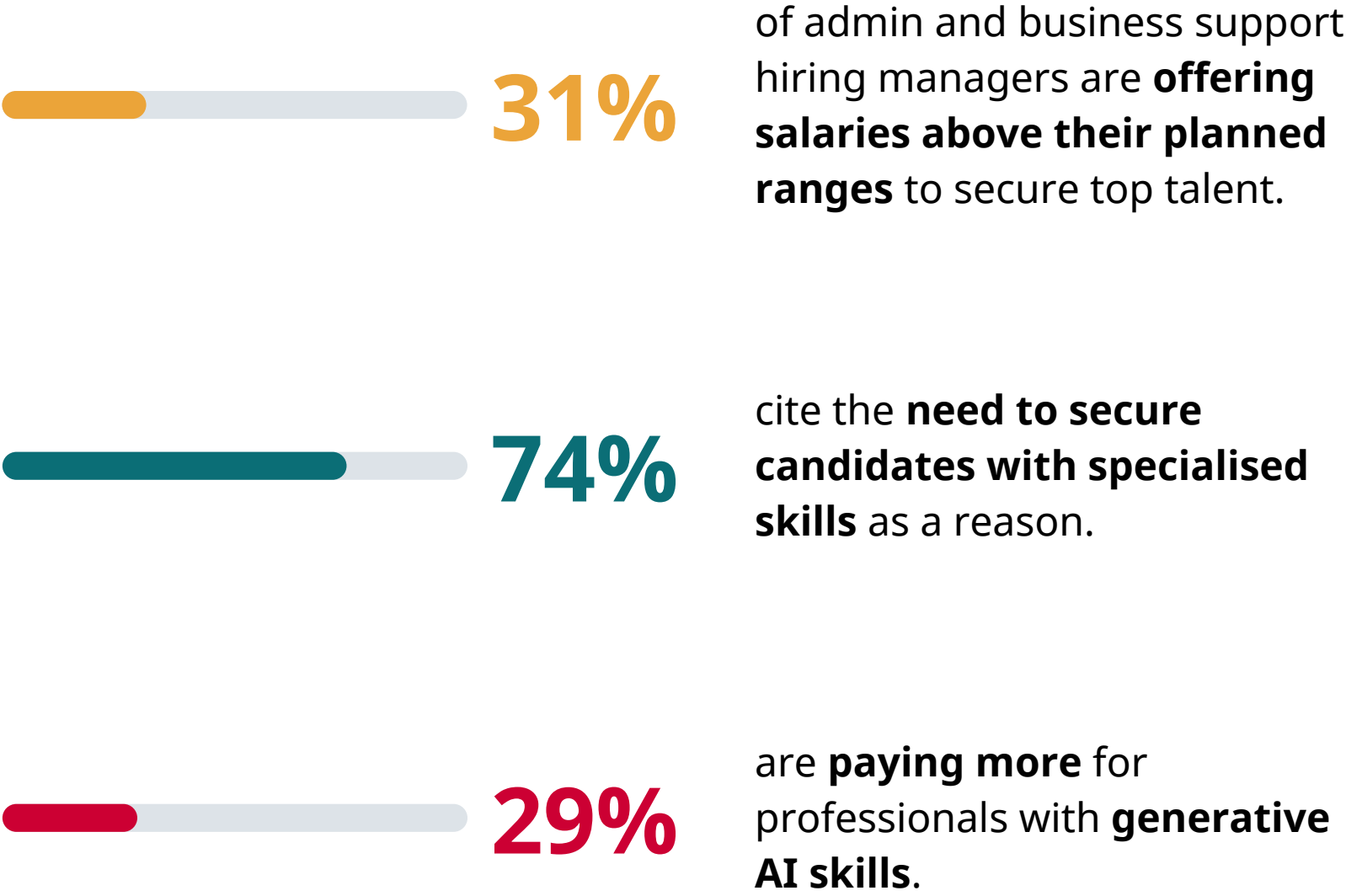
Candidates who pair technical aptitude with strong communication skills and sound judgement can command higher pay, as competition remains strong for roles where service quality and operational efficiency are critical.





Administrative and business support | Compensation trends 1 of 2

Key insights at a glance



Specialised skills that can command higher pay

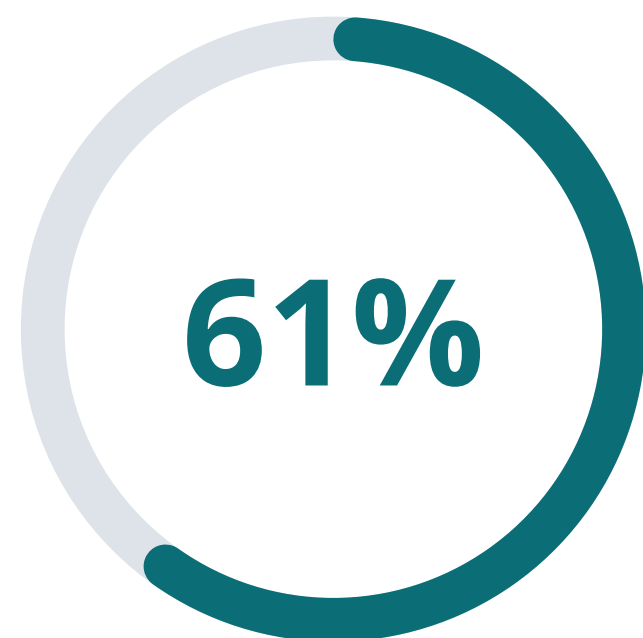
- AI skills
- CRM
- Customer experience
- Analysis and research skills
- ESG
- ERP / CMS systems



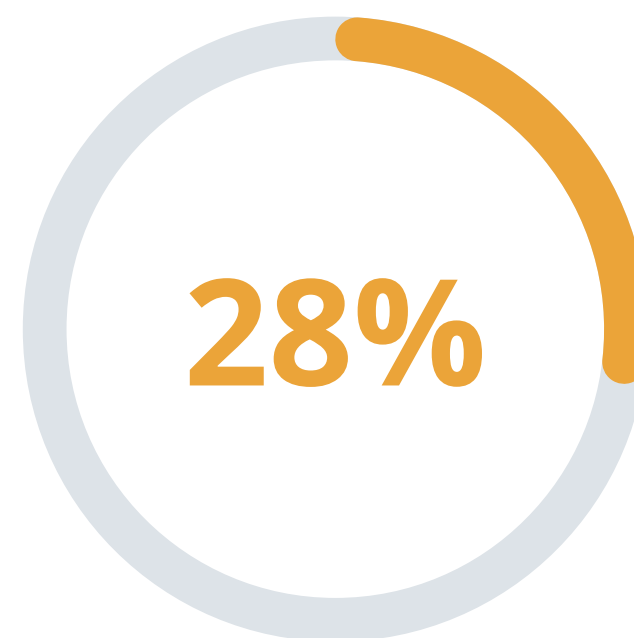
Administrative and business support | Compensation trends 2 of 2

Salary negotiations

Candidates with specialised, in-demand skill sets have greater leverage in compensation discussions, and many employers are responding in kind. Our administrative salary guide points to a targeted, skills-driven approach to compensation, where negotiation is driven by the premium placed on hard-to-find expertise.



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Administrative and business support | UK salaries

	Job title	25th	50th	75th
Customer services	Head of Customer Success	£44,250	£51,750	£56,500
	Customer Success Manager	£30,000	£37,000	£44,750
Executive support	Head of Operations	£58,750	£66,750	£74,000
	Business Operations Coordinator	£41,000	£52,000	£62,500
	Investor Relations Assistant	£44,500	£59,000	£70,250
	Executive Assistant	£37,500	£47,000	£53,750
	Office Manager	£32,500	£43,000	£50,750
Office support	Receptionist	£26,000	£28,750	£31,250
	Administrator	£26,000	£28,000	£31,000
Secretarial	Legal Secretary	£28,500	£34,500	£45,000
	Team-Personal Assistant	£27,750	£35,250	£44,750



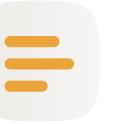
Human resources

Trends and salary benchmarks

Human resources (HR) teams are being tasked with supporting a growing range of priorities, including talent acquisition, employee relations, benefits, learning and development, workforce planning, compliance, and HR technology. However, when employers expect a single role to cover multiple specialised functions without adjusting compensation, they may struggle to attract HR professionals with the expertise and judgement needed to succeed.

As AI-enabled tools and automation reshape how HR teams work, competition remains strong for roles that require human expertise alongside analytical ability. Current salary data helps employers benchmark HR roles based on responsibilities, technology requirements and overall complexity - not just title or years of experience.





Human resources | Compensation trends 1 of 2

Specialised skills commanding premiums

Professionals with the following skills may be able to command higher pay:



Advanced data analytics



Global compensation



HRIS experience



Pay equity benchmarking



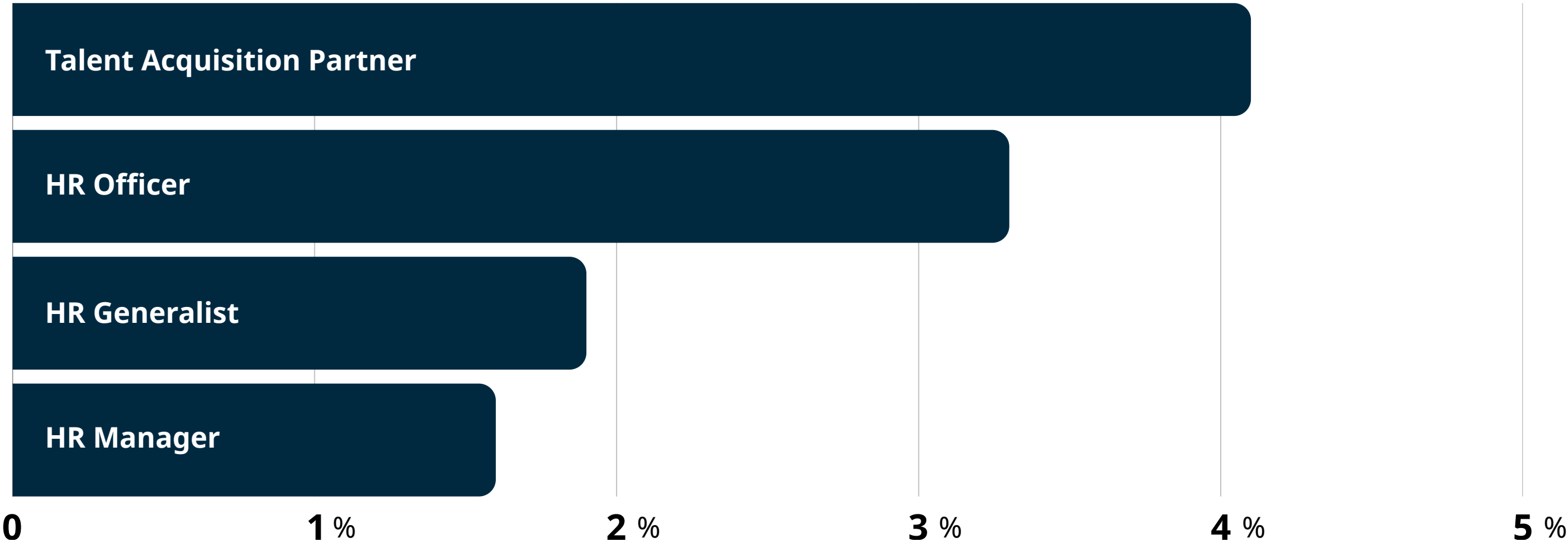
Technical recruiting



Human resources | Compensation trends 2 of 2

Positions outpacing average gains in 2027

Salary growth above the **1.5% average** for human resources roles is expected for positions that require expertise in talent acquisition, employee relations, workforce planning, diversity and inclusion, and supporting organisations through growth and workplace change.





Human resources | UK salaries

Human resources

Job title	25th	50th	75th
Chief People Officer	£111,500	£148,750	£186,000
HR Director	£93,750	£111,500	£131,000
Head of HR	£63,500	£70,750	£81,250
Head of Inclusion	£59,750	£67,250	£74,750
HR Project Manager	£51,500	£66,750	£79,000
HR Manager	£55,750	£63,000	£70,750
HR Business Partner	£47,250	£53,750	£66,000
HR Generalist	£45,250	£54,750	£61,500
HR Advisor	£35,000	£39,500	£44,750
HR Officer	£28,750	£31,000	£34,250
HR Administrator	£26,000	£28,500	£31,000
Head of Learning and Development	£74,250	£96,000	£119,000
Learning and Development Manager	£46,500	£53,750	£62,500
Learning and Development Specialist	£30,250	£35,250	£41,750
Head of Talent	£66,250	£77,500	£88,500
Talent Acquisition Partner	£41,750	£51,000	£65,500
Talent Acquisition Coordinator	£28,250	£33,250	£38,750

Learning and development

Talent acquisition





Perks and benefits

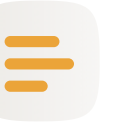
Beyond salary: perks and benefits that count

Competitive pay remains essential for attracting and retaining top talent in the UK, but it's only one part of how professionals evaluate an opportunity.

Employee benefits, bonuses and flexibility help increase the impact of job offers without relying on broad increases in base pay.

A robust perks and benefits strategy can help organisations compete for skilled talent, recognise top performers and strengthen retention.

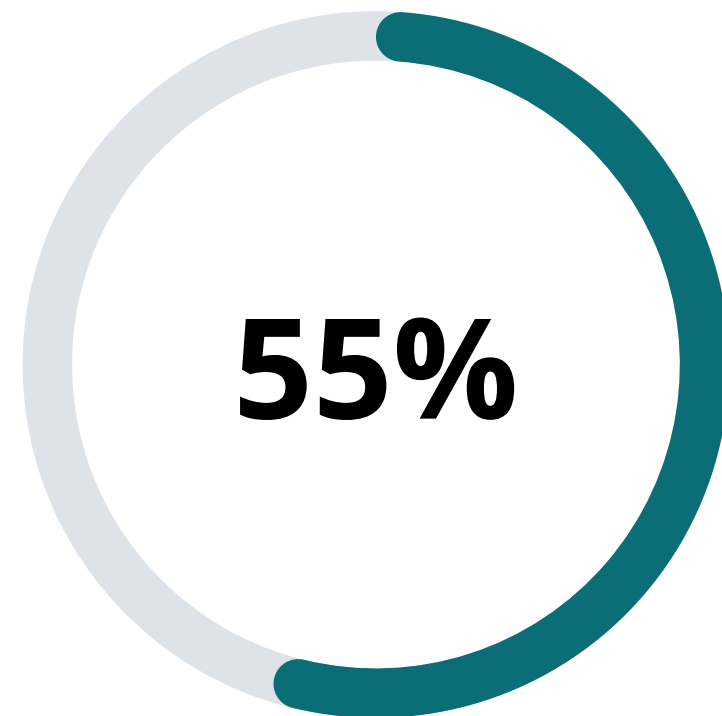




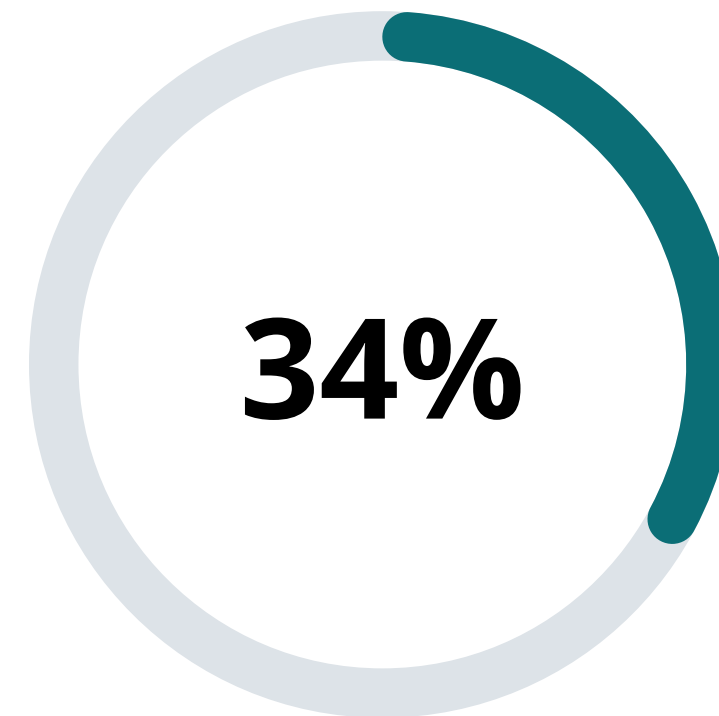
Perks and benefits 1 of 5

Optimising benefits and perks

A well-planned perks and benefits strategy helps employers recruit skilled talent while balancing rising benefit costs and other investment priorities.



of **hiring managers** say their company negotiates **perks and benefits** with candidates.



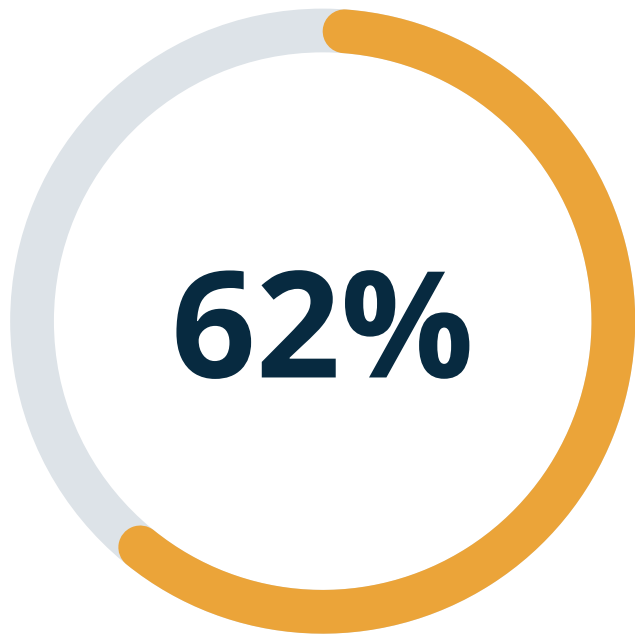
of **employed jobseekers** cite wanting **better perks and benefits** as the main reason they plan to look for a new job.



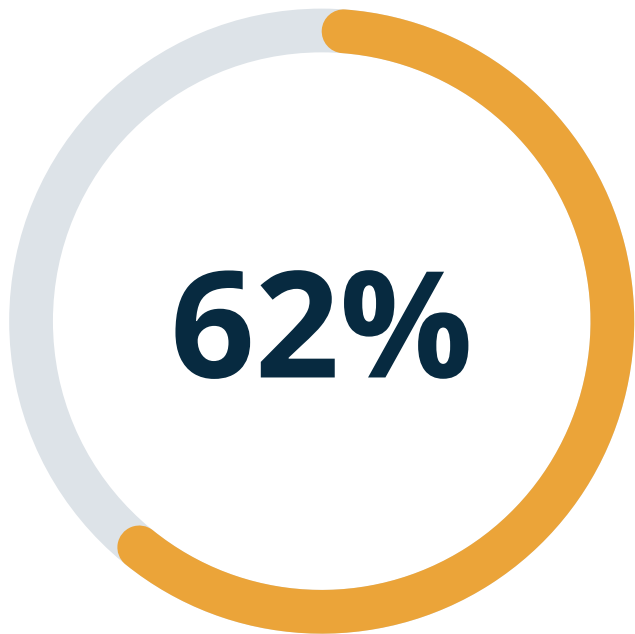
Perks and benefits 2 of 5

Perks and benefits trends

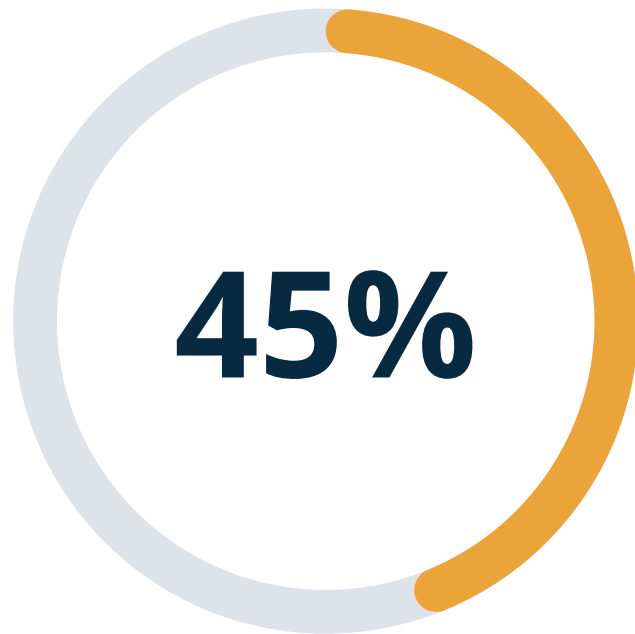
As flexibility continues to be a key priority for UK employees, **58% of hiring managers report being likely to negotiate flexibility-related perks and benefits**. Alongside flexible offerings, employers are also investing in wellbeing and long-term financial support as part of their total rewards strategies.



offer mental health resources or Employee Assistance Programmes.



offer private pension plans/retirement savings.



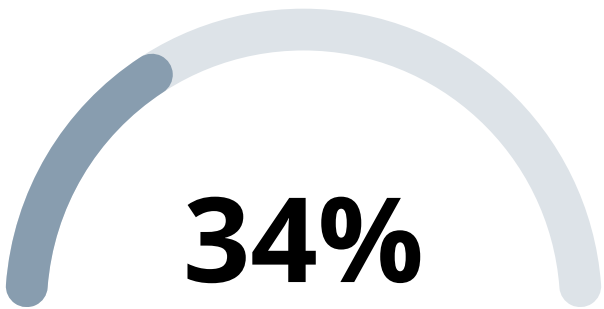
offer sabbaticals or paid leave of absence benefits.



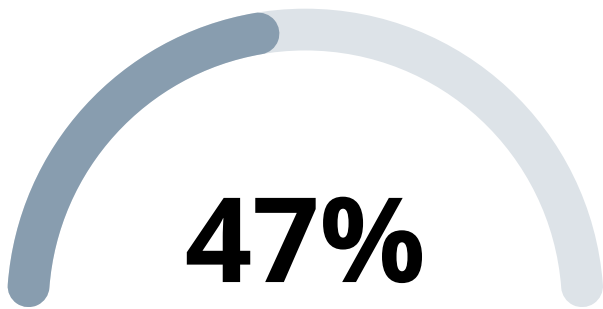
Perks and benefits 3 of 5

Bonuses

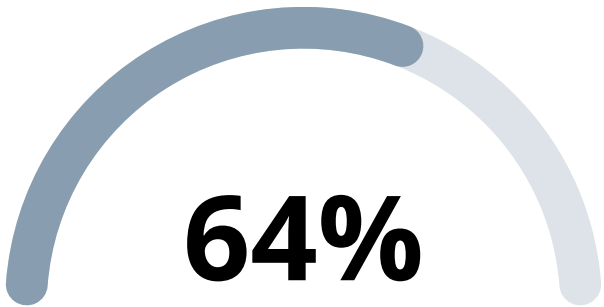
Bonuses continue to play an important role in both attraction and retention strategies. Many employers are increasing bonus awards and remain open to negotiating financial incentives.



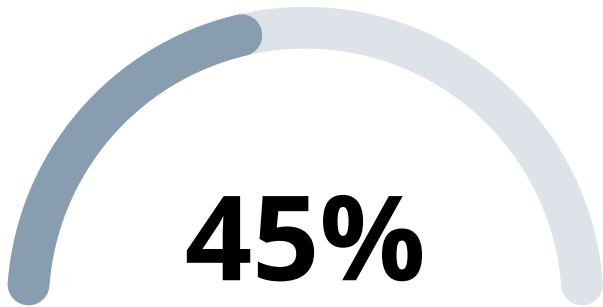
of hiring managers **expect to award higher bonuses** than last year.



include agreed bonuses as part of their benefits package.



are **willing to negotiate bonuses** and other financial incentives, such as profit-sharing.



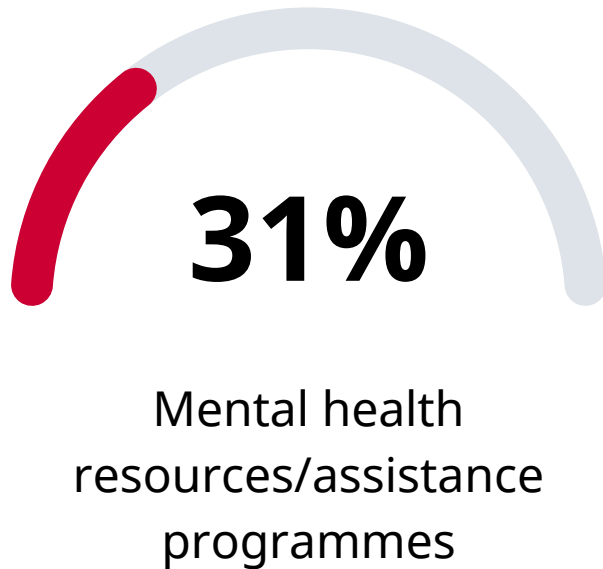
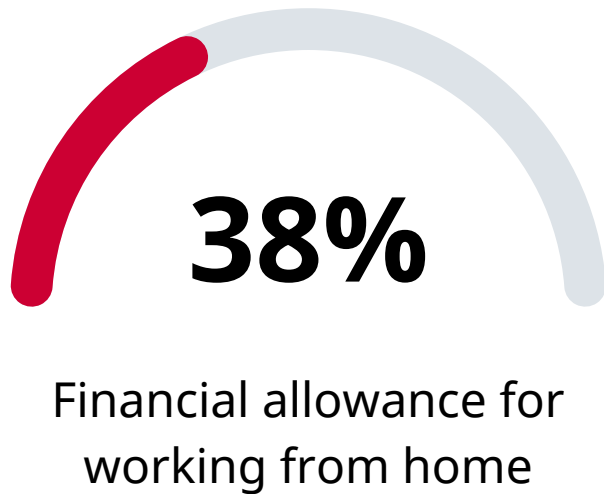
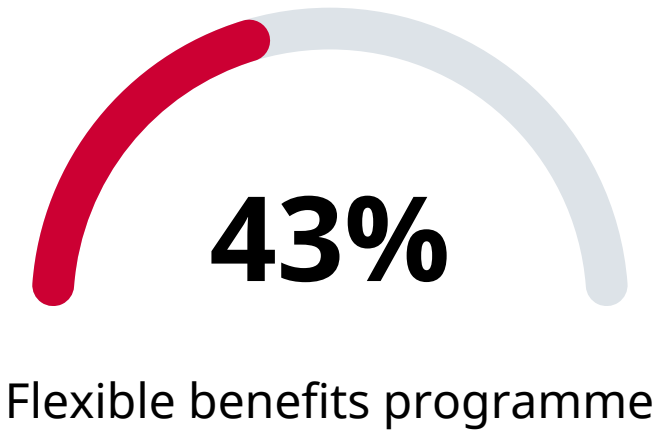
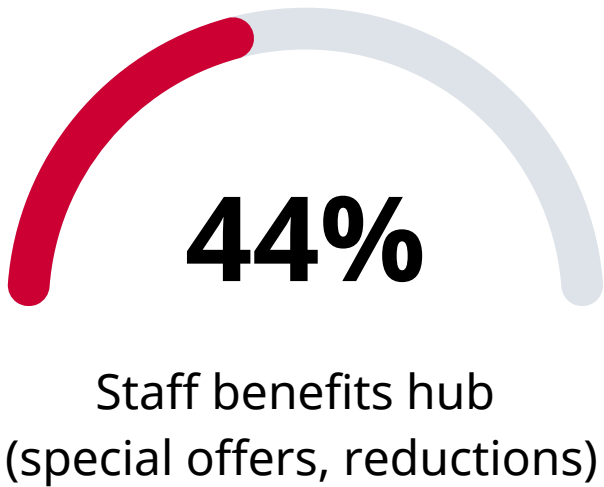
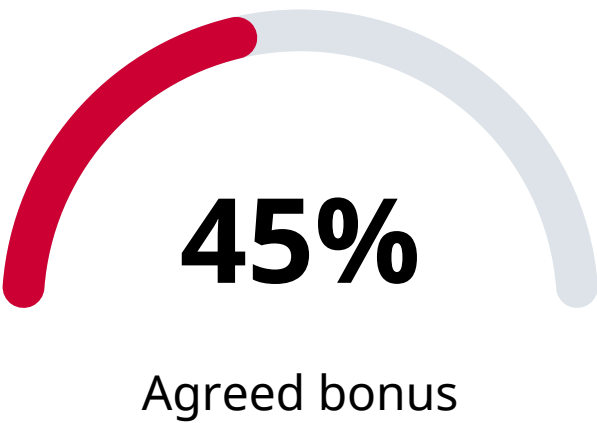
of **professionals say an agreed bonus is the most important** benefit when evaluating a potential employer.



Perks and benefits 4 of 5

Perks and benefits workers value most

These are the **perks and benefits professionals rank highly** when evaluating a new employer.

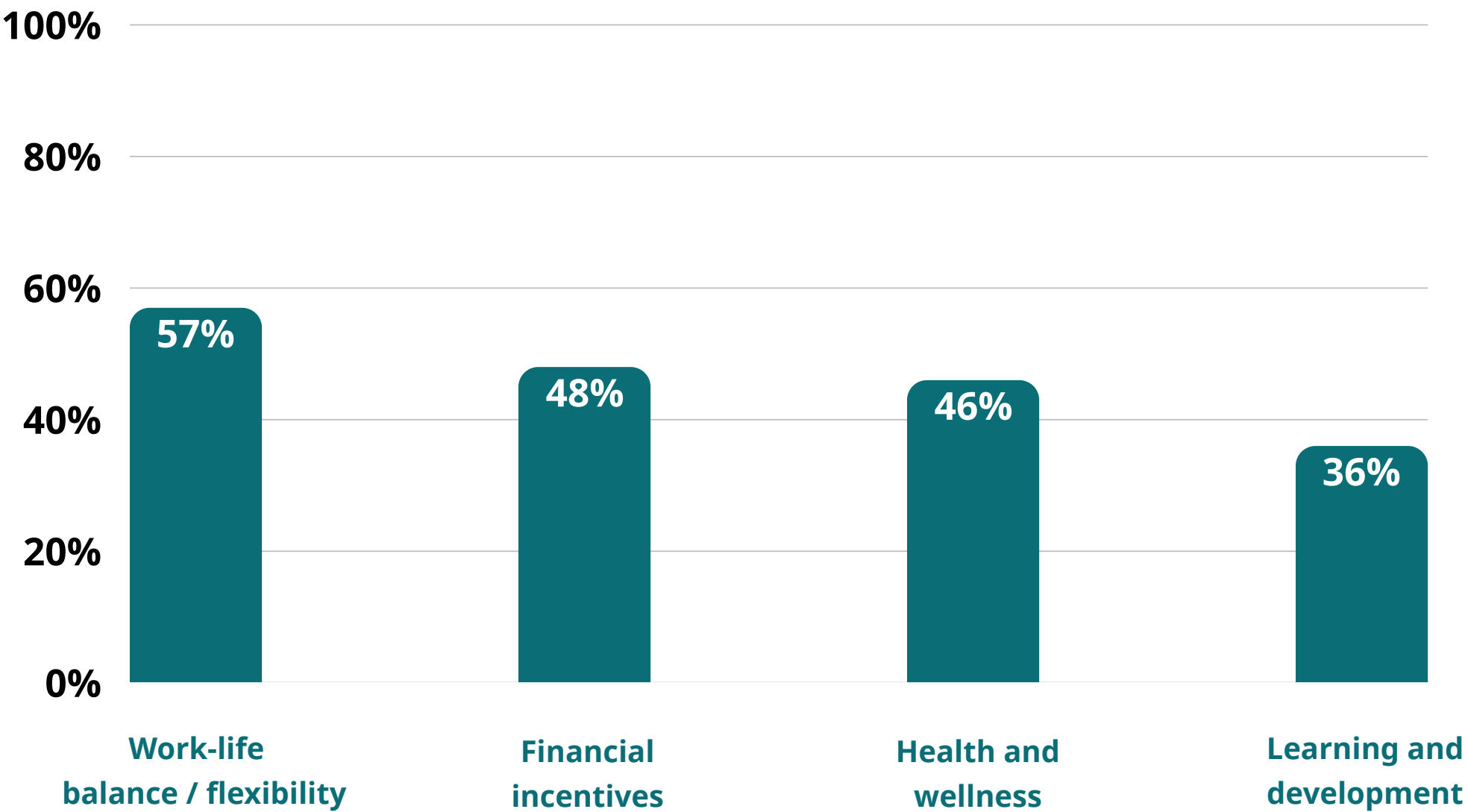




Perks and benefits 5 of 5

Think beyond salary

When base pay is similar, other incentives can tip the scales when choosing between opportunities. Workers share which **perks and benefits would most motivate them to switch employers.**



Methodology and sources

The salary benchmarks in the UK Salary Guide From Robert Half are the result of a rigorous, multistep process designed to reflect projected market trends for 2027. They are based on actual compensation for professionals Robert Half has placed across the UK, along with 365,000 third-party job posting data from TextKernel that we use for independent validation.

Non-salary data referenced in the UK Salary Guide is based on online surveys developed by Robert Half and conducted by an independent research firm. Robert Half commissioned research amongst 1,500 respondents using an online data collection methodology. The respondents represent 500 hiring managers and 1,000 workers in finance and accounting, IT and technology, administrative and business support, marketing and creative, and legal. Respondents are drawn from a sample of small-to-midsized enterprises (20-249 employees), and large (250-plus employees) private, publicly listed and public sector organisations across the UK.

It pays to know



About Robert Half

Robert Half (NYSE: RHI) is the world's first and largest specialised talent solutions and business consulting firm, connecting highly skilled job seekers with rewarding opportunities at great companies. We offer contract talent and permanent placement solutions in the fields of finance and accounting, technology, marketing and creative, legal, and HR, administrative and business support, and we also provide executive search services.

Robert Half is the parent company of Protiviti®, a global consulting firm that delivers internal audit, risk, business and technology consulting solutions. In the last 12 months, Robert Half has been recognised as one of the UK's Best Workplaces by Great Place to Work® (GPTW) and, with Protiviti, has been named one of Fortune® Most Admired Companies™. Explore comprehensive talent solutions, research and insights at www.roberthalf.co.uk.

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