

Salary Review

2024/25 **Luck**♣
Resourcing



Prepared by
TOM LUCK-BRADSHAW

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A Note From The Director



**TOM
LUCK-BRADSHAW**

Director


"At Luck Resourcing, we specialise in telecoms and white collar recruitment, and we're here to share the latest salary trends shaping the market.

Over the past year, we've seen some key shifts in demand for talent, driven by new technology and changes across differing sectors. These shifts are directly influencing salaries.

This salary review gives you a clear look at current pay levels for key telecoms and white collar roles, from entry level to senior management. Whether you're an employer looking to stay competitive or a professional planning your next move, this review will help you understand where the market has been and where it is heading.

Moving forward, it's my mission to provide this insight on a yearly basis to keep the market up to date. We'll be gathering data from job adverts posted by companies, analysing pay trends from our current clients as well as their competitors, and using specific software to back up our findings. This approach ensures we're offering the most accurate and timely information for the market.

As always, our goal is to provide you with up-to-date, relevant insights so you can make informed decisions about your recruitment or career plans."



State Of Play

The telecommunications market in 2024 is going through a noticeable shift. The initial excitement around 5G is fading, and while the industry is still on track to grow—potentially reaching \$1.96 trillion by 2028—the pace has slowed. What used to be a flurry of new projects and rapid innovation is now more about mergers, acquisitions, and streamlining operations. Companies are playing it safe, focusing on stability rather than big expansions.

While this trend isn't entirely new, the slowdown has become much more pronounced over the past year. This isn't just a telecoms issue; similar challenges are affecting white-collar industries across the board, with businesses balancing their growth ambitions against economic realities.

One major impact of this shift is on recruitment. While skilled professionals are still in demand, fewer new jobs are being created, and a wave of redundancies has added more candidates to the market. This has made competition for roles tougher, giving employers more freedom to focus on hiring for only the most critical positions.

Salaries are also feeling the effect. Technical and strategic roles are still well-paid, but mid-level positions are facing pressure. What used to be a candidate-driven market, with rising salaries and abundant opportunities, is now swinging back in favour of employers. With more candidates entering the job market for mid-level roles, companies have more choice and can set salary expectations to fit their budgets.

To help both professionals and businesses understand this evolving landscape, we've analysed salaries for 40 key roles in the UK across telecoms and other white-collar sectors. This report offers a straightforward look at the current pay trends and what to expect in a more competitive job market.

The Data

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Job Title	North	East	South	West	London	Midlands
Project Admin	£24,896.00	£26,184.00	£27,355.00	£26,743.00	£28,046.00	£27,117.00
Project Coordinator	£27,904.00	£27,601.00	£28,125.00	£32,708.00	£31,477.00	£28,975.00
Project Manager	£46,155.00	£47,520.00	£44,368.00	£47,878.00	£55,067.00	£49,568.00
Programme Manager	£53,217.00	£50,195.00	£51,350.00	£55,312.00	£58,498.00	£53,658.00
Project Director	£83,367.00	£93,081.00	£83,587.00	£86,530.00	£96,665.00	£87,792.00
Health & Safety Advisor	£35,777.00	£44,356.00	£43,598.00	£40,161.00	£44,807.00	£40,507.00
Health & Safety Manager	£50,289.00	£47,089.00	£52,372.00	£49,083.00	£53,555.00	£48,697.00
Head of HSEQ	£70,550.00	£71,350.00	£73,023.00	£80,895.00	£84,507.00	£79,895.00
RF Design Engineer	£49,698.00	£46,371.00	£52,357.00	£55,642.00	£67,989.00	£60,939.00
Build Manager	£47,400.00	£45,578.00	£47,744.00	£50,568.00	£51,354.00	£47,458.00
Delivery Manager	£50,064.00	£46,053.00	£54,602.00	£52,046.00	£57,482.00	£54,988.00
Marketing Assistant	£23,370.00	£23,364.00	£22,232.00	£25,238.00	£26,195.00	£22,332.00
Marketing Manager	£37,969.00	£36,580.00	£39,997.00	£38,994.00	£45,504.00	£39,989.00
Head Of Marketing	£55,208.00	£53,458.00	£55,689.00	£60,422.00	£67,291.00	£62,249.00

Job Title	North	East	South	West	London	Midlands
Sales Advisor	£22,488.00	£23,282.00	£24,248.00	£26,291.00	£26,973.00	£25,579.00
Business Development Manager	£41,041.00	£37,877.00	£40,775.00	£40,676.00	£44,820.00	£43,003.00
Sales Manager	£40,510.00	£39,602.00	£40,108.00	£40,324.00	£43,449.00	£45,324.00
Head Of Sales	£65,082.00	£70,626.00	£78,043.00	£66,987.00	£82,713.00	£79,567.00
Talent Acquisition Advisor	£25,438.00	£27,339.00	£23,945.00	£25,754.00	£30,493.00	£25,867.00
Talent Acquisition Manager	£53,356.00	£43,815.00	£43,243.00	£44,951.00	£52,406.00	£45,290.00
HR Advisor	£31,788.00	£33,415.00	£34,469.00	£33,906.00	£38,429.00	£32,844.00
HR Manager	£41,640.00	£42,661.00	£36,905.00	£43,476.00	£48,273.00	£42,246.00
Head of People	£66,884.00	£67,221.00	£58,499.00	£59,129.00	£68,606.00	£59,392.00
Contract Manager	£49,014.00	£41,888.00	£46,553.00	£50,281.00	£57,892.00	£50,945.00
Quantity Surveyor	£51,783.00	£50,572.00	£44,088.00	£50,713.00	£56,663.00	£50,435.00
Land Surveyor	£29,655.00	£27,920.00	£32,454.00	£33,688.00	£33,809.00	£35,305.00
Acquisition Surveyor	£58,174.00	£52,881.00	£43,775.00	£47,195.00	£45,097.00	£39,158.00

The Data

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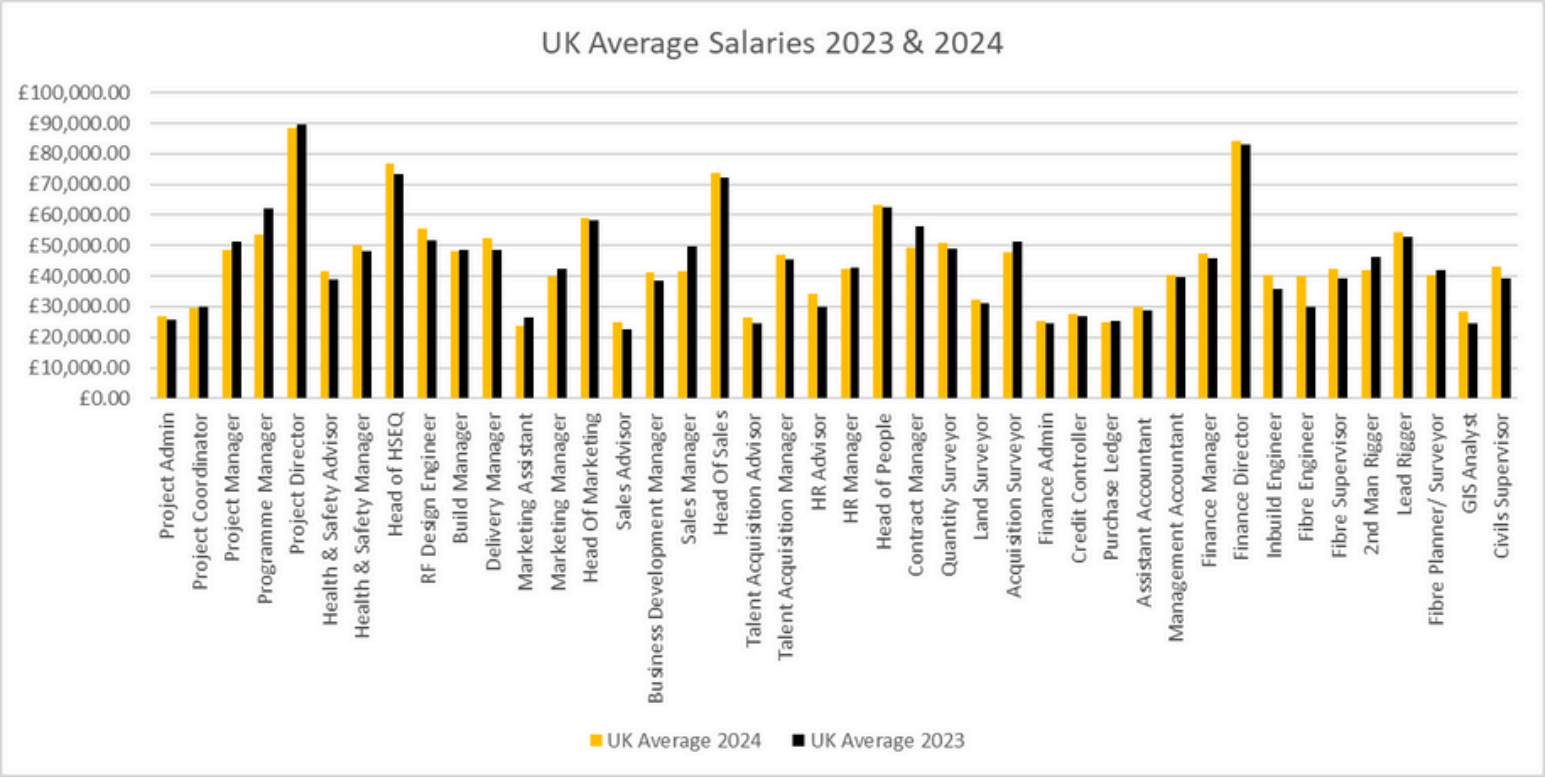
Job Title	North	East	South	West	London	Midlands
Finance Admin	£24,881.00	£24,280.00	£23,230.00	£24,586.00	£28,728.00	£25,080.00
Credit Controller	£24,464.00	£26,950.00	£28,630.00	£26,125.00	£32,883.00	£26,782.00
Purchase Ledger	£24,773.00	£23,960.00	£24,531.00	£22,529.00	£28,550.00	£24,880.00
Assistant Accountant	£28,422.00	£29,120.00	£30,284.00	£28,732.00	£33,271.00	£29,429.00
Management Accountant	£37,974.00	£41,712.00	£41,225.00	£39,259.00	£46,319.00	£35,853.00
Finance Manager	£47,315.00	£44,714.00	£39,898.00	£48,847.00	£56,577.00	£47,000.00
Finance Director	£80,774.00	£71,542.00	£88,782.00	£81,100.00	£95,933.00	£86,287.00
Inbuild Engineer	£38,710.00	£38,300.00	£43,500.00	£38,840.00	£43,524.00	£38,468.00
Fibre Engineer	£38,550.00	£38,980.00	£42,056.00	£38,510.00	£44,350.00	£38,623.00
Fibre Supervisor	£40,520.00	£39,570.00	£44,258.00	£42,550.00	£45,235.00	£42,500.00
2nd Man Rigger	£45,900.00	£39,020.00	£38,700.00	£40,250.00	£45,450.00	£42,580.00
Lead Rigger	£57,074.00	£62,503.00	£45,425.00	£51,340.00	£56,765.00	£52,450.00
Fibre Planner/ Surveyor	£38,970.00	£39,880.00	£42,560.00	£38,450.00	£43,540.00	£39,760.00
GIS Analyst	£24,306.00	£29,136.00	£28,762.00	£25,613.00	£30,685.00	£32,380.00
Civils Supervisor	£44,985.00	£40,690.00	£36,947.00	£45,665.00	£46,489.00	£44,230.00

Job Title	UK Average 2024	UK Average 2023
Project Admin	£26,723.00	£25,858.00
Project Coordinator	£29,465.00	£30,100.00
Project Manager	£48,426.00	£51,400.00
Programme Manager	£53,705.00	£62,100.00
Project Director	£88,503.00	£89,567.00
Health & Safety Advisor	£41,534.00	£38,900.00
Health & Safety Manager	£50,180.00	£48,000.00
Head of HSEQ	£76,703.33	£73,200.00
RF Design Engineer	£55,499.00	£51,800.00
Build Manager	£48,350.00	£48,675.00
Delivery Manager	£52,539.00	£48,700.00
Marketing Assistant	£23,778.50	£26,300.00
Marketing Manager	£39,838.00	£42,358.00
Head Of Marketing	£59,052.00	£58,052.00

Job Title	UK Average 2024	UK Average 2023
Sales Advisor	£24,810.17	£22,500.00
Business Development Manager	£41,365.00	£38,500.00
Sales Manager	£41,552.83	£49,900.00
Head Of Sales	£73,836.00	£72,159.28
Talent Acquisition Advisor	£26,472.00	£24,587.00
Talent Acquisition Manager	£47,176.00	£45,273.00
HR Advisor	£34,141.83	£29,900.00
HR Manager	£42,533.50	£42,900.00
Head of People	£63,288.50	£62,571.00
Contract Manager	£49,428.00	£56,243.00
Quantity Surveyor	£50,709.00	£48,975.00
Land Surveyor	£32,138.50	£30,965.00
Acquisition Surveyor	£47,713.33	£51,243.00

Job Title	UK Average 2024	UK Average 2023
Finance Admin	£25,130.00	£24,680.00
Credit Controller	£27,639.00	£26,799.00
Purchase Ledger	£24,870.50	£25,250.00
Assistant Accountant	£29,876.33	£28,640.00
Management Accountant	£40,390.33	£39,670.00
Finance Manager	£47,391.00	£45,650.00
Finance Director	£84,069.00	£82,889.00
Inbuild Engineer	£40,223.00	£35,790.00
Fibre Engineer	£40,178.00	£29,800.00
Fibre Supervisor	£42,438.00	£39,200.00
2nd Man Rigger	£41,983.00	£46,375.00
Lead Rigger	£54,259.00	£52,870.00
Fibre Planner/ Surveyor	£40,526.00	£41,800.00
GIS Analyst	£28,480.00	£24,500.00
Civils Supervisor	£43,167.00	£39,250.00

Data Overview



Upward Adjustments:

Many roles have experienced salary increases compared to 2023, indicating inflationary adjustments and market competition. Notable examples include:

- Health & Safety Advisor (+6.8%)
- Fibre Engineer (+35%)
- HR Advisor (+14.2%)
- GIS Analyst (+16.2%)

Downward Adjustments:

- Certain high-level roles saw declines, possibly reflecting stabilization or reduced demand:
- Programme Manager (-13.5%)
 - Project Manager (-5.8%)
 - Sales Manager (-16.7%)

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Roles

£44,140.00

Average UK Salary Based on the Roles in the Review for 2023

£44,763.00

Average UK Salary Based on the Roles in this Review for 2024

1. Project Management

Mixed performance with salary decreases for higher roles such as Programme Manager and Project Manager, while Project Admin saw a modest rise (+3.3%).
Project Directors remained stable with a marginal decline (-1.2%).

2. Health & Safety

Significant increases across the board, especially for Health & Safety Advisor and Manager, reflecting heightened importance of compliance and workplace safety.
Head of HSEQ saw a steady rise of 4.8%.

3. Marketing

A decline in junior and mid-level roles:
Marketing Assistant (-9.6%) and Marketing Manager (-6%).
Executive roles like Head of Marketing showed stability (+1.7%), indicating a focus on retaining senior expertise.

4. Sales

Polarisation within the sector:
Sales Advisor (+10.3%) and Head of Sales (+2.3%) experienced increases.
Sales Manager declined significantly, suggesting cost-cutting at mid-management levels.

5. Finance

Steady increases, reflecting resilience in financial roles:
Assistant Accountant (+4.3%), Finance Manager (+3.8%), and Finance Director (+1.4%).

6. Engineering & Construction

Strong growth in telecommunications and fibre roles:
Fibre Engineer saw a dramatic 35% increase, likely tied to infrastructure investments.
Civils Supervisor (+10%) and Lead Rigger (+2.6%) also demonstrated significant gains.
Traditional construction roles like Quantity Surveyor (+3.5%) and Land Surveyor (+3.8%) remained steady.

7. Human Resources

A growing emphasis on talent management led to marked increases:
Talent Acquisition Advisor (+7.7%) and HR Advisor (+14.2%).

About Us

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Welcome to Luck Resourcing, a trusted recruitment partner with over 10 years of industry experience. Specialising in the telecoms sector and back-office roles, we have successfully connected businesses with top-tier talent across a range of essential positions. Our deep understanding of the recruitment landscape, coupled with a tailored approach, ensures that we deliver the right candidates to meet the unique needs of your organisation. Whether you're seeking skilled professionals for telecommunications or critical support roles within an office environment, Luck Resourcing is committed to providing expert solutions that drive your business forward.

Disclaimer

The salary data provided in this report has been compiled using information taken from publicly available sources, including Indeed, CV Library, Google Jobs, Reed, and LinkedIn. We have aggregated this data, categorized it by job title, and calculated the average salary for each region in the UK, as well as a national average. To ensure accuracy, we have conducted a sense check of the data using AI tools. It is important to note that the salaries presented are based solely on the data we were able to access at the time of collection. No estimates or assumptions have been made, and all figures represent real-time data as of the date the information was gathered. While every effort has been made to ensure the accuracy and reliability of this data, it may not capture all available salary information or reflect all market conditions. This information is provided for general informational purposes only and should not be used as the sole basis for any business or employment decisions.

Testimonials

Danny - Design Manager

I had the pleasure of working closely with Tom Luck-Bradshaw, while recruiting for various candidates for my Team. Tom has a real knack for conversing with all types of professionals. It was particularly impressive his ability to juggle multiple job roles and his talent spotting. He did this with ease, great time management, and self sufficiency.

Steve - Director

I had the pleasure of working with Tom and can confidently say he is not only polite and respectful in all interactions, but also highly

knowledgeable!

He's always worked hard to provide us solid CVs and also brings valuable insights and feedback when required.

I would not hesitate to recommend Tom to your business!

Dan - Programme Manager

Tom has played a pivotal role in our recruitment drive over the past few months. During this time he has been both supportive and proactive in his approach, trying to find innovative ways to fix issues we have had.

Adam - Procurement & Resourcing Director

I've known Tom in a professional capacity for 7 years. Tom doesn't just fill roles—he helped completely shape and improve our recruitment process, putting clear structures and processes in place that made hiring much more efficient. His commitment, expertise, and ability to connect with both candidates and partners made a huge impact on our team.

I highly recommend Tom to anyone looking for a top-tier recruiter!

Russell - MD

Tom's helped us out with recruitment a number of times now. I've always found Tom to be friendly, efficient and able to deliver a number of good solid CV's for the role. Definitely my first choice for recruitment!