



IT SALARY SURVEY 2017

crimson[®]

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Introduction

Crimson is a dynamic IT recruitment services and IT solutions consultancy operating across the UK. Established in 2000, we are an innovative and fast-growing organisation, that has doubled in size over the last three years.

As an accredited **Microsoft Gold Partner**, Crimson specialise in delivering solutions based on Microsoft products including Dynamics 365, we integrate new solutions with legacy applications, and we have a proven track-record in digital transformation.

Our expert **recruitment consultants**, rapidly source high-calibre permanent and contract IT specialists for large sale organisations across a range of industries. We recruit for every position within the IT team – from 1st line support analysts to CIOs.

In 2016, Crimson had resounding success building our network through our thought-leadership and networking events. If you would like to learn, hear about new career opportunities, and have fun whilst growing your little black book of contacts visit www.crimson.co.uk/events/.

WE OPERATE ACROSS A BROAD RANGE OF SECTORS INCLUDING;



Retail



Financial Services



Logistics



Utilities



Legal



Crimson is also the creator of the world's fastest recruitment software Mercury xRM. We help innovative recruitment agencies stay ahead of the competition.

ENTERPRISE INNS

Crimson Fills Top IT Roles For Major Pub Group Enterprise Inns



Crimson is the only IT recruitment agency that managed our account well. They helped us to achieve our long-term goals rather than going for quick win appointments. They've shown great engagement over the last six months.



Matt Gledhill, Enterprise Inns, IT Project Manager



Salary Data UK

Here is Crimson's latest salary data based on the candidates we have placed at leading companies **around the UK** in 2016 and our extensive market research.



Crimson acted swiftly to deliver three great candidates to us. They understood the urgency of this project and came up with a strategy to help us achieve our objectives quickly. What's more, the fixed-term candidate did a great job considering he stepped in at short notice.

Carl Walker,
 BodyPower,
 IT Director



IT ROLE	CANDIDATE SALARY RATES		CONTRACTOR CHARGE RATES	
	PERMANENT LOW P/A	PERMANENT HIGH P/A	CONTRACTOR LOW P/D	CONTRACTOR HIGH P/D
Director of IT / CIO	£90K	£150K	£800	£1,150
Head of IT	£65K	£90K	£500	£700
Programme Manager	£60K	£80K	£660	£750
Project Manager	£40K	£60K	£500	£600
Business Analyst	£35K	£55K	£480	£550
BI Analyst / Developer	£35K	£60K	£430	£500
.NET Developer/Senior .NET Developer	£40K	£65K	£420	£500
Java Developer	£40K	£55K	£450	£550
Test Manager	£50K	£65K	£460	£550
Test Lead	£38K	£50K	£400	£460
Test Analyst	£25K	£35K	£340	£420
Head of Development / Development Manager	£65K	£85K	£550	£700
Head of Architecture / CTO	£90K	£120K	£1,050	£1,350
Enterprise Architect	£70K	£90K	£660	£720
Solution / Technical / Infrastructure Architect	£60K	£75K	£550	£650
PMO Manager	£55K	£65K	£480	£550
PMO Analyst	£30K	£40K	£325	£400
Project Co-ordinator	£28K	£32K	£250	£300
Helpdesk Support Analyst	£20K	£27K	£180	£230
2nd to 3rd Line Support Analyst	£28K	£48K	£260	£380
Service Desk Manager	£35K	£45K	£400	£460
Service Delivery Manager	£50K	£65K	£480	£550
SPECIALIST MICROSOFT CANDIDATES				
Dynamics CRM Consultant	£45K	£75K	£480	£550
Dynamics CRM Developer	£40K	£65K	£450	£525
Dynamics CRM Test Analyst	£30K	£40K	£360	£420
Dynamics CRM Project Manager	£50K	£70K	£500	£600
Dynamics CRM Business Analyst	£45K	£65K	£480	£550
DIGITAL CANDIDATES				
Chief Digital Officer (CDO)	£95K	£140K	£1,000	£1,300
Digital Programme Manager	£65K	£85K	£750	£825
Digital Project Manager	£55K	£65K	£550	£650
Digital Business Analyst	£40K	£60K	£525	£600
Digital Architect	£80K	£95K	£680	£750



Salary Data London

Here is Crimson's latest salary data based on the candidates we have placed at leading companies **around London** in 2016 and our extensive market research.



Before this system was created, it was a challenge to track of all the tankered waste at each site and provide up-to-date information. The CWID system will make it so much easier to manage all the data.

Lee Musgrove,
 Severn Trent,
 Tankered Waste
 Manager



IT ROLE	CANDIDATE SALARY RATES		CONTRACTOR CHARGE RATES	
	PERMANENT LOW P/A	PERMANENT HIGH P/A	CONTRACTOR LOW P/D	CONTRACTOR HIGH P/D
Director of IT / CIO	£110K	£160K	£850	£1,250
Head of IT	£70K	£110K	£550	£750
Programme Manager	£70K	£90K	£700	£875
Project Manager	£45K	£75K	£550	£650
Business Analyst	£40K	£60K	£525	£600
BI Analyst / Developer	£45K	£60K	£460	£550
.NET Developer/Senior .NET Developer	£50K	£70K	£460	£580
Java developer	£45K	£60K	£500	£625
Test Manager	£55K	£70K	£520	£600
Test Lead	£45K	£55K	£450	£520
Test Analyst	£30K	£40K	£400	£460
Head of Development / Development Manager	£70K	£85K	£600	£750
Head of Architecture / CTO	£100K	£140K	£1,200	£1,500
Enterprise Architect	£80K	£100K	£750	£900
Solution / Technical / Infrastructure Architect	£65K	£80K	£600	£700
PMO Manager	£65K	£75K	£550	£620
PMO Analyst	£40K	£50K	£350	£425
Project Co-ordinator	£32K	£38K	£290	£330
Helpdesk Support	£23K	£30K	£210	£260
2nd to 3rd Line Support Analyst	£32K	£45K	£300	£430
Service Desk Manager	£38K	£48K	£425	£480
Service Delivery Manager	£55K	£70K	£520	£575
SPECIALIST MICROSOFT CANDIDATES				
Dynamics CRM Consultant	£50K	£80K	£525	£625
Dynamics CRM Developer	£45K	£75K	£500	£575
Dynamics CRM Test Analyst	£35K	£45K	£410	£470
Dynamics CRM Project Manager	£60K	£80K	£550	£650
Dynamics CRM Business Analyst	£50K	£70K	£525	£600
DIGITAL CANDIDATES				
Chief Digital Officer (CDO)	£105K	£140K	£1,200	£1,400
Digital Programme Manager	£75K	£95K	£800	£950
Digital Project Manager	£55K	£85K	£600	£750
Digital Business Analyst	£55K	£65K	£550	£625
Digital Architect	£90K	£110	£725	£825

Job Market Trends 2017

Benefits Trends 2017

In a market of skills and candidate shortages, Crimson's IT recruitment consultants have found that organisations are becoming more creative with the benefits they offer in an attempt attract new talent and retain their best skilled staff.

In addition to the traditional pension, healthcare, car/car allowance benefits, companies are looking at alternatives they can offer to the base salary. The flexible benefits option is becoming more common. Flexible benefits give employees a choice of a range of perks, allowing them to select the benefits of most value to them. Organisations are now offering benefits like cycle-to-work schemes, child care vouchers, gym memberships, and the like.

Some of our clients are offering alternative benefits such as relocation packages, to attract candidates from outside of the local area, and annual training budgets, to enable continual skills development.

Organisations are also recognising the importance of 'work life balance' providing opportunities for flexitime, the option to buy additional days' annual leave (also sell any unused annual leave). They are introducing Employee Value programmes to ensure staff feel appreciated, increase loyalty, and provide career and skills development. These schemes are designed to inform employees about up-dates to their job role, company culture, pay, benefits and career development. Staff can also gain feedback as to what the company is like to work for; to ensure there is a positive perception of the company in the current competitive market.

Recruitment Trends 2017

There has been a continuous growth in job flexibility. Employers have been engaging people using many different employment models, including; interim roles, contractors, and self-employed, as well as part-time and fixed-term contracts.

This trend has largely been driven by a desire from employees to have good work/life balance.

Fundamentally, we have noticed a clear skills and talent shortage and we expect this to continue through 2017. The talent gap is the biggest problem. Notably 'talented' individuals are those who:

1. Think strategically, take proactive role to understand the market, and have a good knowledge of where the business is positioned commercially.
2. Embrace and drive change, and know how to improve organisations.
3. Inspire and motivate others, including customers, peers, colleagues, and themselves.

Truely talented employees, who are all of the above, will be the core of successful workforces in 2017.

IIED

**CRIMSON DELIVER
RAPID SHAREPOINT
ONLINE INTRANET
SOLUTION FOR IIED**

Having worked with Crimson in the past, we knew that their team had the energy and the knowledge of Microsoft SharePoint required to deliver this project within our timeframe. The intranet was successfully launched within the deadline and has been received enthusiastically by users.

David Lim, IIED, Intranet Manager

Top Priorities For CIOs In 2017

Opinions about CIOs' agendas for 2017 vary. Gartner, who surveyed more than 2000 CIOs, has suggested that many organisations will be focusing on creating a digital ecosystem internally.

Deloitte, who questioned more than 1000 CIOs, reported that most of their participants will be working to achieve business outcomes. With our ear to the ground, Crimson believe Brexit is already changing the priorities for many CIOs, with some battening down the hatches whilst others are embracing new opportunities.

1

Focused Investments

Outcomes rely on key technologies and with digital transformation a priority for many organisations, most CIOs will be looking to upgrade core technologies and experiment with new innovations in the market place.

2

Digital Interoperability

Gartner reported that CIOs from top performing organisations wanted to improve the way they accessed, managed, used, and shared data. These CIOs said they would be investing most in BI, cloud, digital marketing, and infrastructure technologies (in that order) to support this objective.

3

Achieving Business Outcomes

CIOs that are planning to achieve business objectives by improving customer experiences and the performance of staff, and by increasing margins. 35% of these CIOs said innovation could help their organisations to meet these goals.

4

Talent

Forbes, Deloitte, Gartner, and Crimson all agreed that building a strong, diverse, and skilled in-house IT team ranked high on the agenda for many CIOs.

WHISTL

**CRIMSON NAMED
PREFERRED IT
RECRUITER FOR
POSTAL & LOGISTICS
FIRM WHISTL**

Crimson found some excellent staff to support our growing team and I had no hesitation in recommending the company to an associate when he too was looking to grow his team.

Matt Carr, Whistl, Application Development Manager

Major Barriers For Success For CIOs in 2017

The world's largest survey of CIOs, commissioned by Gartner, revealed that staffing issues are by far the biggest problem hindering the IT leaders of 'top performing' organisations.

The biggest talent gaps are in specialist skillsets around analytics and information management. Gartner reported that CIOs need a blend of basic and expert skillsets within their teams if they are to successfully achieve digital transformation for their organisation.

Many CIOs have been citing skills shortages as a 'goal blocker' for several years now. IT leaders must begin to nurture talent and invest in skills development if they want to build a strong team that will work as a platform for long term success.

Rank	Barrier to success as CIO	Percentage of CIOs
1	Skills/resources	27%
2	Funding/budgets	19%
3	Management sponsorship/ understanding/ relationships	10%
4	Technology challenges (legacy, security, etc.)	8%
5	IT Business Alignment	6%
6	Lack of leadership/planning/strategy	4%
7	Lack of time/capacity	4%
8	Culture/structure of organisation	4%

Note: Percentages represent the number of CIOs identifying an item as their main barrier to success.

INTERSERVE

CRM SOLUTION DELIVERS FOR FACILITIES MANAGEMENT COMPANY'S SALES TEAMS



Our business development teams now have a universal sales pipeline that can be used to support each business unit and drive growth. Crimson's approach ensured successful adoption, with each unit taking ownership of their Dynamics CRM solution and its configuration. This solution has helped us to grow financial results.



Sajjad Butt, Interserve, Head of Performance

Is 'Digital' Transforming IT Teams And The Role Of The CIO?

In a world of Big Data and mobile optimisation, digital technology is changing the role of the IT team and the CIO's governance of it.

Customers have increasingly escalating expectations when it comes to ease of access to products, price comparisons, speed of ordering, data security, delivery monitoring, and refund methods. What's more, progressively detailed data is now being used by marketers to meet these expectations, and offer first class customer service.

IT teams play an integral role in elevating customer experience digitally. This has made the role of the CIO more complex. CIOs are no longer solely responsible for the technical tasks involved in ensuring that companies continue to operate smoothly day-to-day. They are required to work collaboratively with the Marketing Director or CMO and the Chief Digital Officer (CDO) to deliver robust, yet innovative and agile, solutions as part of an organisation's wider marketing and sales strategy.

CIOs are now expected to be the figurehead for innovation within their company, the strategists behind steady application lifecycle management, data governance wardens, the masters of smooth supply chain management, and much more.

Gartner has predicted that 25% of large companies will have CDOs by 2017, so

throughout 2016 Crimson representatives have asked their networks if the rise of the CDO role is a threat to CIOs. We've heard differing opinions.

Amrik Dosanjh, former IT and Projects Director at The Department for Work and Pensions, said: "The roles of CIO, CDO and CMO can have overlap but it really depends on the scale and complexity of the enterprise and their customer/target market. Taking in to account 'digital' is fast becoming, and in many cases is already the new norm, the CDO and CMO is where the biggest overlap and similarity of roles is likely to be, rather than the CIO."

Mike Cadden, Interim ICT Director at Countrywide Farmers PLC, argued: "CIO's and IT Directors need to build agile and simplified teams who are focused on ensuring every decision helps the organization's customers. Every decision has to be through this lens."

Dave Jones, Chief Information Officer at Cape PLC, agreed: "In my opinion a good CIO should never have only been focused on technical tasks and smooth day-to-day

business. A good CIO should be working in partnership to explore what benefits the business can achieve from any emerging technologies."

Whilst some CEOs may assign CDOs responsibilities that could fall under the remit of CIOs, Crimson believe these roles are different and are not a threat to each other. CIOs will always hold the keys to the vital data used by CDOs and CMOs, they will always be responsible for managing technology strategy, and they will always be the technical experts.

Collaboration is key to success, a point that was well conveyed by JetBlue Airways CIO Eash Sundaram, who told CIO Magazine: "Leave the titles at home and come to work with a vision to make a new customer experience and then see how you want to structure your organisation."

In conclusion, IT teams need to serve customers first, CIOs must work closely and cooperatively with their CDO and CMO counterparts to achieve common goals, and organisations need to remain agile if their organisation is to succeed in the digital era.

MISSGUIDED

**CRIMSON'S
SOLUTION ENABLES
RETAIL WEBSITE TO
EARN MORE THAN
£300K PER HOUR**

We're more reactive and more agile than 99% of our competitors. Our product is very strong and something that we're continuously improving. We know what our customer wants, and by having this reactivity and using this data to make our next design decision, it means we're giving the customer exactly what they want, and that's key in retail."

Nitin Passi, MISSGUIDED, Founder

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www.crimson.co.uk

Microsoft Partner
Gold Customer Relationship Management
Gold Application Development
Silver Collaboration and Content

RFC
Member

ARC
THE ASSOCIATION OF
RECRUITMENT CONSULTANCIES