

eCommerce, Merchandising & Trading Salary Guide 2026

eCommerce, Merchandising & Trading

- eCommerce, Product, CRM and Performance are increasingly converging into one revenue-driving ecosystem
- Manager-Head level candidates are benchmarking across functions, driving salary alignment
- £55k-£75k remains the most competitive hiring band, with the highest demand
- Senior hires (£90k+) are expected to own commercial outcomes, not just functional delivery

Merchandiser (eCommerce Merchandiser)

Job Title	Years of Exp.	Salary	Day Rate All Inclusive
eCommerce Assistant / Merchandising Assistant	0 - 2	£22k - £28k	£150 - £250
eCommerce Merchandising Executive	1 - 3	£25k - £35k	£200 - £300
eCommerce Merchandiser	2 - 4	£30k - £45k	£250 - £350
Senior eCommerce Merchandiser	4 - 6	£40k - £60k	£300 - £400
eCommerce Merchandising Manager	5 - 8	£50k - £70k	£350 - £500
Head of eCommerce Merchandising	7 - 10+	£75k - £100k	£500 - £650
Director of Merchandising	10 - 15+	£90k - £130k+	£600 - £800+

eCommerce

Job Title	Years of Exp.	Salary	Day Rate All Inclusive
eCommerce Assistant	0 - 2	£22k - £30k	£150 - £250
eCommerce Executive	1 - 3	£28k - £38k	£200 - £320
eCommerce Manager	4 - 7	£50k - £70k	£350 - £500
Senior eCommerce Manager	6 - 9	£65k - £90k	£400 - £600
Head of eCommerce	8 - 12	£85k - £120k	£550 - £750
eCommerce Director	10 - 15+	£110k - £160k	£650 - £900
Digital Director / VP eCommerce	12 - 18+	£140k - £220k+	£800 - £1,200+

Trader (eCommerce Trading Manager/Digital Trader)

Job Title	Years of Exp.	Salary	Day Rate All Inclusive
eCommerce Assistant / Trading Assistant	0 - 2	£22k - £30k	£150 - £250
eCommerce Trading Executive	1 - 3	£28k - £38k	£200 - £320
eCommerce Trading Manager	5 - 8	£55k - £75k	£400 - £550
Senior Trading Manager	7 - 10	£70k - £95k	£450 - £600
eCommerce Manager (Trading-led)	7 - 10	£75k - £100k	£500 - £650
Head of eCommerce / Head of Trading	9 - 14	£90k - £130k	£600 - £800
eCommerce Director / Digital Director	12 - 18+	£120k - £180k+	£700 - £1,000+

Looking to hire?



Our [Salary & Work Insights Guide 2026](#) highlights where talent is moving, what professionals value most, and how the smartest teams are adapting.

Now, see how we help businesses like yours turn these insights into action.

Turn Insights into Impact

Growth looks different for every business, so does the way you hire.

We design talent partnerships that flex with you: from one key hire to full team builds, from embedded projects to exec search.

Whether you're scaling fast, hiring smarter, or simply planning ahead, we help you find the right people and the right way to hire them.

Talk to our team: Let's discuss how we can help you attract, hire, and retain top Marketing, Sales, Media, and Creative talent for 2026 and beyond.

Get in touch

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