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# Salary & Rate Guide 2024

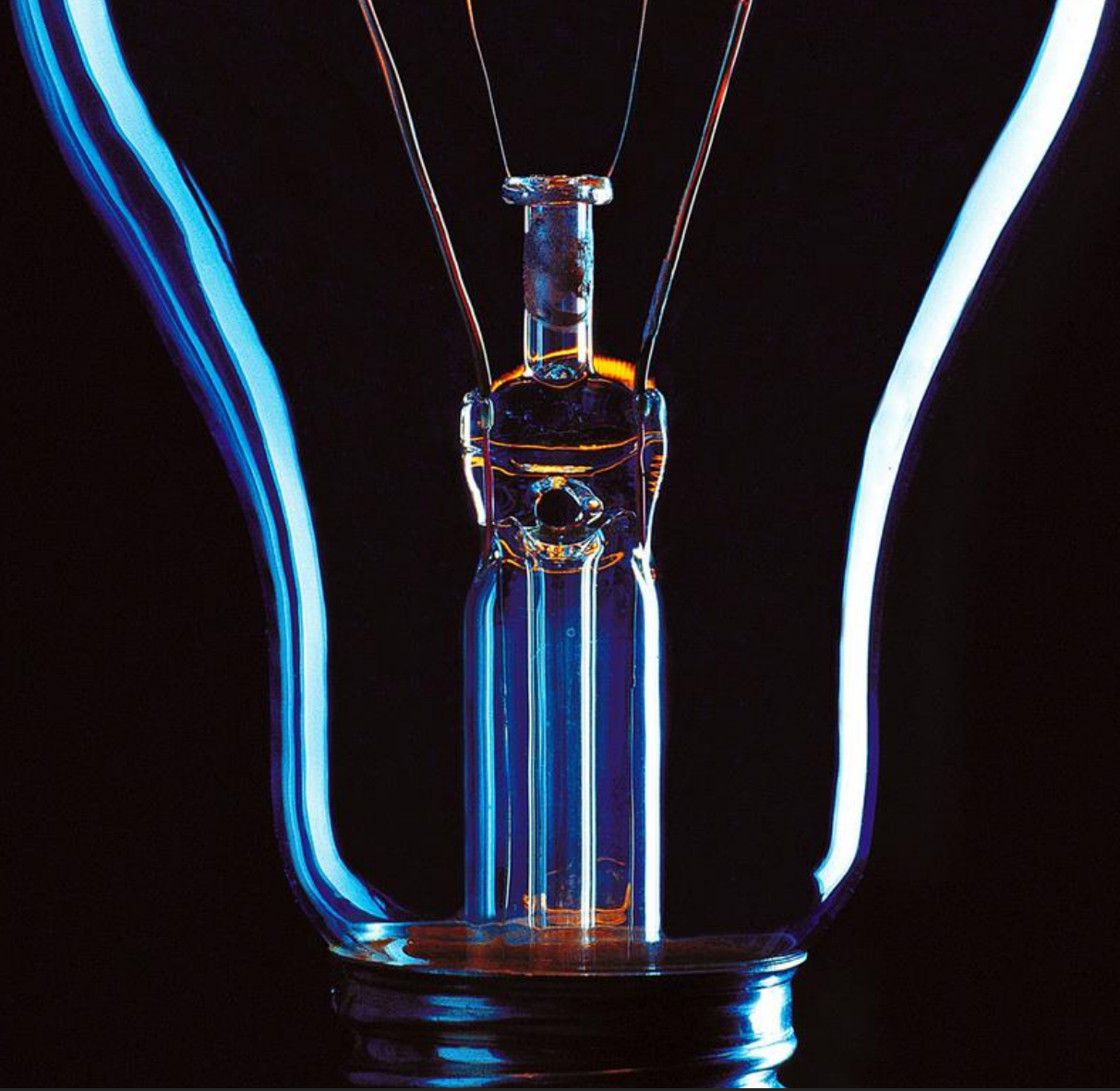
Digital Learning &  
Learning Technologies



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# Expert Knowledge

Welcome to Instinct's annual Salary & Rate Guide for 2024.

Our guide is compiled from thousands of hours' worth of interactions with clients, candidates, and contractors that operate within the learning arena. Combine this with extensive research conducted by our specialist Learning Recruitment team, and we can bring you in-depth insight into staffing trends within the digital learning and learning technologies sector.

Over the last four years, the staffing market has been extremely volatile, so in this year's guide, we provide even further insight, with an overview of up-to-date permanent salaries and contractor rates and a role-specific trend analysis of the market conditions over recent years.



# The Guide Overview

2023 saw a notable shift in working patterns, with an increase in onsite / office-based requirements from employers and a decrease in remote-based roles. Consequently, this year's guide is based on a single, standardised pay rate, rather than the separate remote and onsite rates used in our previous Salary & Rate Guides.

The salaries and contract rates within this document are a general guide and may vary depending on specific requirements - so please feel free to contact a member of our permanent or contract services team to discuss in more detail.

As job roles within learning vary depending on organisation size, structure & sector, to help you define learning roles, Instinct's industry experts have created an A-Z Guide defining some of the most common learning job roles that we supply across our diverse client portfolio – [Click Here](#) to see job role definitions.

We hope you find our guide insightful and interesting.

## Sectors



Public Sector



Private Sector



Education Sector

- > The rates included in our guides are derived from Instinct's industry expertise, data from 3,900+ staffing engagements, and our research from our bespoke learning network of more than 34,000 professionals.
- > Education Sector permanent salaries are mainly governed by banding systems.
- > % change data from previous years are based off median values.

# Trends & Observations

During 2023 the permanent staffing market 'flipped' from the previous year. In 2022 the learning market was awash with permanent employment opportunities. However, in 2023 Instinct experienced a 36% reduction in permanent hiring demand. Subsequently, salaries stagnated or in some instances reduced, and the hiring employers had more candidate choice. In most cases, salaries failed to keep pace with the increased inflation of the period.

These trends have continued into the early stages of 2024, with permanent resource demand down by a further 25%.

This period also witnessed an increase in the demand for employees to return to a collaborative, onsite environment. More commentary to follow.

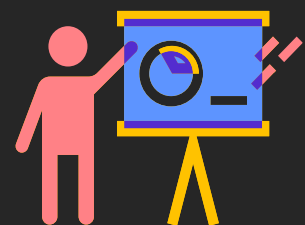
Additionally, AI has remained the hot topic of conversation within the learning arena. Although this has started to become represented in clients' desired skillsets, our analysis of job specs over four years shows only a modest increase in references toward competencies in AI.



**Reduction in Permanent Vacancies**



**Back To The Office**



**Contractor Collaborations**



**Advancements in Technology**



**Increase Demand For Specialist Roles**



**AI Adoption Slower Than Anticipated**

# Trends & Observations



## 01

### Reduction in Permanent Vacancies

A trend which has impacted most sectors in the UK is a slowing demand for full time, permanent hires. There are macro-economic factors that have contributed to this decline, not least being the sharp increase in interest rates following a decade of ultra-low rates. This has a knock-on effect on spending capacity from both consumers and businesses in general. The looming general election also contributes to a lack of confidence and a much more circumspect spending approach from UK companies.

However, many companies are still hiring for permanent digital learning talent! We are finding that these organisations are being slightly more selective and are looking for candidates who fulfil all of the job role's criteria. As happens when there is a slight slowdown, the competition for jobs has increased, and therefore candidates have to diligently prepare for interviews and be willing to complete tasks to a high standard. It is imperative that candidates can stand out from the crowd with numerous applicants chasing the same opportunities.



# Trends & Observations

## 02 Back to the Office

As the staffing demand in the sector slowed during 2023, it also became apparent that many companies are moving away from pure remote-based employment to either hybrid models or back to traditional, fully office-based.

2020 brought an abrupt halt to the staff retention trends of the previous decade, where office culture was paramount – we saw the addition of break-out areas, pool tables, table tennis, bars, shower rooms, personal lockers, solo working spaces and even sleeping pods.

Post 2020, office culture has been somewhat forgotten due to the remote working model. Organisations have allowed employees to work autonomously in their home office (back bedroom, kitchen table or even sat on their bed) without any face-to-face peer contact.

Subsequently competitors have been able to poach / approach and lure candidates with the incentive of more money. Where this method alone may have been ineffective in the past, as an employee enjoyed the company culture, in the absence of this, they can be more easily tempted by pure monetary incentives.

Finally, from a candidate perspective, after a few years of post-pandemic remote working, we have noticed an increase in enquiries from candidates looking to find work in a collaborative setting, where in-person relationships are formed and peer to peer learning is facilitated.







# Trends & Observations

## 03 Contractor Collaborations

Although the majority of contracts placed by Instinct are still undertaken by individuals contracting via their own Limited Company or a UK-based umbrella company, the past 18 months have seen a rise in companies wanting to contract pre-existing teams on a short-term basis. Usually, this takes the form of small groups of freelancers with complementary skillsets, or small employed teams operating as production houses but without the overheads of larger vendors.

Customer feedback suggests the benefits of contracting in this way include a quicker turnaround and a greater range of skillsets and specialisation. Sometimes these projects work on a “bid basis” with the contracting teams being asked to quote for work. This can also have positive implications for IR35; outsourcing to multiple individuals on a Statement of Work basis can satisfy some companies’ regulations in this area.

Speak with an Instinct consultant if you want to learn more about contractor collaborations and associated legislation.



## 04

### Increased Demand For Specialist Roles

Recruitment in most sectors in the UK has shifted. Where 2021, 2022 and to a lesser extent 2023 were candidate-driven markets, 2024 is very much 'employer-driven'. Organisations have seen a surge in direct advertisement response, largely due to continued economic instability.

Artificial Intelligence (AI) has received an unprecedented amount of attention this year overshadowing all other topics in the world of L&D. For the last 12 months we have seen a slow but steady increase in the demand for AI skills within job roles.

However, the demand from a recruitment perspective has certainly not matched up to the 'hype'. Whilst we expect the requirement for AI skills to grow, there has certainly been a lengthy period of adoption, with many organisations remaining cautious. Particularly organisations who operate in more regulated sectors such as Pharmaceutical, Banking and Defence.

With the advancement in technology, the industry has acquired an unprecedented amount of data, largely generated by LMS's / LXP's and VLE's. Investments in online learning platforms come at a cost, therefore organisations are looking to ensure they are utilising data as effectively as possible. As a result, professionals proficient in data analysis who can help make data-driven decisions to inform teaching / learning strategies have become a precious commodity.

A note to hirers! One simple rule applies; the more in demand a skillset is, the quicker the hirer must act to secure the best talent!



## 05 AI Adoption Slower Than Anticipated

AI has the potential to transform L&D by utilising virtual assistants, and predictive analytics. However, we've found the adoption of AI generated personalised learning paths, automated content creation and data-driven insights slower than expected despite the growing demand for these skills.

Several factors may contribute to this slower pace:

**Complexity:** AI technologies are complex, requiring significant understanding and expertise.

**Resource Limitations:** Many organisations lack adequate resources and training programs to support AI skill acquisition.

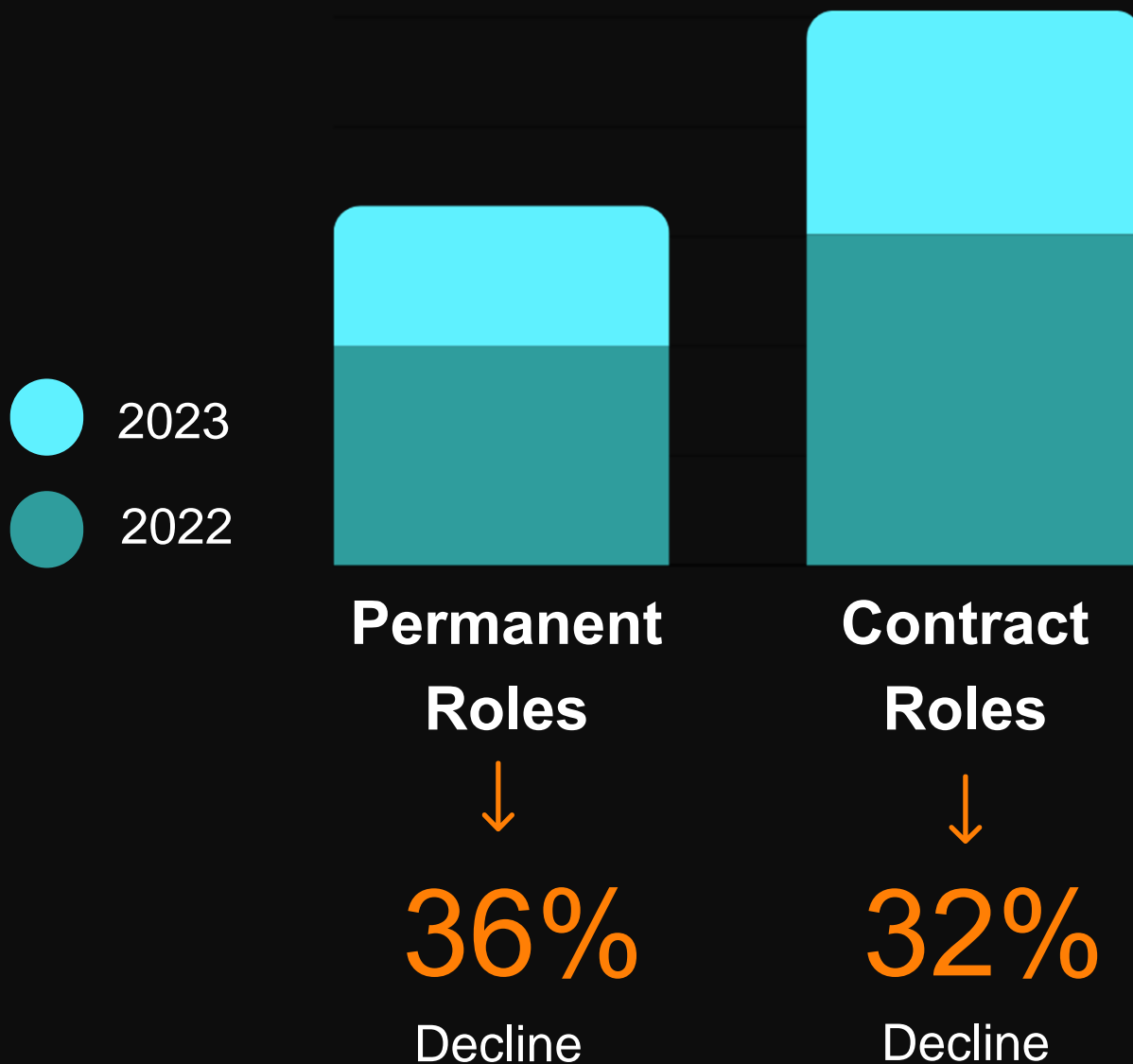
**Cultural Resistance:** There is often resistance to change within organisations, with concerns about job displacement and unfamiliarity with new tools.

Despite these challenges, AI is proving very useful in L&D by enhancing learner engagement, providing real-time support, and offering insights for program improvement. However, to fully harness AI's potential, it is crucial for organisations to address barriers and foster an environment that supports continuous learning of AI technologies.



# Staffing Trends

Following the rapid increase in demand for permanent resource during 2022, it was almost inevitable that 2023 would see a slowdown, and indeed it did – data shows a 36% reduction in permanent opportunities. Contract/interim recruitment has also seen a slowdown across 2023 with a reduction of 32%.



# Permanent Salaries



## Private Sector

In addition to the reduction in permanent opportunities, many companies overextended themselves in 2022 and had to reduce headcount in 2023, flooding the market with permanent talent. Recruiting employers therefore had increased options with more candidates applying for live vacancies.

We have noticed this permanent recruitment trend continuing into the early stages of 2024, which in some areas has caused a stagnation in salaries.



## Education Sector

Following the post pandemic race for institutions to improve their online learning propositions and indeed build entire online learning teams, similarly to the private sector, a slowdown in permanent recruitment demand was inevitable.

As with previous years, Institutions are typically governed by banding systems for their permanent recruitment and during the slowdown of 2023, data shows that any offers being made to prospective employees were towards the lower end of those bandings



## Public Sector

Across the public sector, 2023 also illustrated a reduction in permanent staffing demands, however, there was still pockets of activity, specifically Healthcare, Local Authorities and Defence.

Public sector organisations are still a significant way behind the private sector from an online learning investment perspective. This is an area that may be addressed following the general election.

As with the education sector, bandings are applied to permanent remuneration within public sector organisations, and this is represented in the data.



# Private Sector - Permanent



## Private Sector

Job Role	Salary	% Change
Director of Learning	£100,000+	▲ 5.26%
Business Development Director	£80,000+	0.0%
Head of L&D	£85,000+	0.0%
Head of Digital Learning	£75,000+	▲ 3.45%
Learning Consultant	£75,000+	▲ 7.14%
Leadership Development Consultant	£55,000 - £60,000	0.0%
L&D Manager	£57,000 - £69,000	▲ 3.28%
Digital Learning Manager	£63,000 - £70,000	▲ 10.83%
Digital Learning Project Manager	£52,500 - £55,000	▲ 2.38%
LMS Manager	£52,000 - £62,000	▲ 4.59%
Senior Digital Learning Designer	£55,000 - £60,000	0.0%
Senior Digital Learning Developer	£46,000 - £56,000	0.0%
Digital Learning Designer	£40,000 - £50,000	▼ -5.26%
Digital Learning Developer	£34,000 - £46,000	▲ 5.26%
Motion Graphics Designer (Animator)	£32,500 - £40,000	▼ -3.33%
LMS / LXP Administrator	£28,000 - £36,000	▼ -1.54%
Junior Digital Learning Developer	£26,000 - £34,000	▲ 13.21%
Junior Digital Learning Designer	£25,000 - £35,000	▼ -4.76%

# Education Sector - Permanent



## Education Sector

Job Role	Salary	% Change
CEO	(May vary)	0.0%
Vice Chancellor/Principal & ProVost	Enquire directly	0.0%
Director of Digital Learning	£80,000 - £125,000+	▲ 10.81%
Head of Programmes	£65,000 - £80,000	0.0%
Head of Digital Learning	£55,000 - £70,000	▼ -3.85%
Head of Learning Systems	£60,000 - £70,000	0.0%
Digital Learning Systems Architect	£48,000 - £55,000	0.0%
Learning Consultant	£45,000 - £50,000	0.0%
Project Manager	£35,000 - £45,000	0.0%
Senior Learning Technologist	£40,000 - £52,500	▲ 6.32%
Senior eLearning Developer	£37,500 - £45,000	0.0%
Senior Instructional Designer	£45,000 - £62,000	0.0%
TEL Manager	£45,000 - £65,000	▲ 6.80%
Learning Technologist	£37,500 - £47,500	▲ 6.92%
eLearning Developer	£32,000 - £45,000	▲ 10.00%
Instructional Designer	£35,000 - £45,000	▼ -3.03%
Junior Instructional Designer	£30,000 - £37,500	▲ 0.75%
VR / XR Consultant	£55,000 - £65,000	0.0%
Moodle / PHP Developer	£60,000 - £68,000	0.0%
VLE Administrator / TEL Officer	£30,000 - £35,000	▲ 3.17%
Junior Learning Technologist	£27,500 - £37,500	▲ 2.38%

# Public Sector -Permanent



## Public Sector

Job Role	Salary
L&D Consultant	£80,000 +
Director of Digital Learning	£75,000 +
Programme Director	£75,000 - £100,000
Head of Learning Systems	£55,000 - £75,000
Head of Online Learning	£55,000 - £75,000
VLE Implementation Consultant	£60,000 - £70,000
Senior Learning Consultant	£50,000 - £60,000
Senior Instructional Designer	£42,500 - £57,500
Learning Programme Manager	£45,000 - £60,000
Learning Technologist	£40,000 - £50,000
Instructional Designer	£35,000 - £45,000
Junior Instructional Designer	£30,000 - £37,500
Learning Developer	£30,000 - £45,000
DSAT Training Designers	£47,500 - £57,500
Digital Learning Systems Architect	£50,000 - £65,000
Courseware Designer	£35,000 - £45,000
Media Developer	£30,000 - £40,000
Animator	£30,000 - £40,000

# Key Trends – Permanent

Below, we can illustrate the percentage changes of permanent salaries in three distinctive areas of Design, Development and Management across the last 7 years.

This data is taken from Instinct's salary & rate guides, first compiled in 2018.

## Average Permanent Salary Increase 2018 - 2024



16.7%

Design



18.75%

Development



21%

Management

Source: All statistics are extracted from Instinct's database. Based off average banded salaries.





# Contract Rates

The following approximate rates are for assignments deemed outside of IR35, on a remote basis, already inclusive of Instinct's fees (excluding VAT) and are based upon a professional working day.

For onsite based contract rates, please [contact](#) the Instinct contract team.



## Private Sector

Interim contractors have always been an efficient way of bridging skills gaps in permanent resource, and this again has proved to be the case in 2023 moving into 2024, specifically where private sector clients have unusually reduced permanent headcount.

Our clients benefit from this “on demand” service which is a highly cost-effective way to access very experienced, reliable talent who support the upskilling of permanent employees.



## Education Sector

The education sector continued to benefit from highly skilled interim contractors during 2023, enabling institutions to plug skills gaps when budget restrictions haven't allowed for permanent recruitment. Contract resource has also been vital for delivering key projects, quickly and efficiently.



## Public Sector

Historically, a large proportion of public sector organisations have utilised interim resource for learning and development projects, and this has continued throughout 2023.

Competition for certain skillsets, especially those requiring security clearance, has been high during the last 12 months and this has driven rates up slightly.

# Private Sector - Contract



## Private Sector

Job Role	Day Rate	% Change
LMS / LXP Implementation Specialist	£500 - £750	▼ -1.96%
L&D Business Partner	£500 - £600	▲ 4.76%
L&D Communications Manager	£475 - £525	0.00%
Leadership Development Consultant	£550 - £600	0.00%
Senior Learning Consultant	£625 - £775	▲ 12.00%
Digital Learning Consultant	£525 - £625	▲ 18.56%
Learning Programme Manager	£550 - £700	▲ 2.04%
Software Developer	£550 - £650	0.00%
Learning Architect Designer	£525 - £650	▲ 2.26%
Senior Learning Designer	£475 - £525	▲ 5.26%
Senior Learning Developer	£500 - £600	0.00%
Digital Learning Project Manager	£425 - £525	▲ 2.70%
LMS Manager	£425 - £575	▲ 5.26%
Specialist Trainer	£750 - £1000	0.00%
Trainer	£400 - £600	0.0%
Blended Learning Designer	£350 - £450	▲ 5.26%
Digital Learning Designer	£375 - £425	▼ -3.03%
Digital Learning Developer	£350 - £400	▲ 7.91%
Storyline Developer	£325 - £375	▲ 7.69%
Captivate Developer	£375 - £400	▲ 16.54%
Content Editor / Copywriter	£350 - £400	0.0%
Scriptwriter	£275 - £350	▲ 0.81%
Proofreader	£225 - £275	0.0%
LMS Administrator	£325 - £400	▲ 5.99%
Video Editor / Production	£350 - £400	▲ 13.64%
Graphic Designer	£350 - £400	▲ 15.38%
Animator	£350 - £400	▲ 11.11%

# Contract Rates



## Education Sector

Job Role	Day Rate	% Change
Head of Online Learning	£475 - £575	▲5.00%
Learning Consultant	£425 - £525	▼-2.56%
Digital Learning Manager	£425 - £500	▲5.71%
VLE Implementation Consultant	£450 - £550	▲4.17%
Senior Learning Technologist	£400 - £450	▲6.25%
Senior Learning Developer	£350 - £425	0.0%
Moodle / PHP Developer	£550 - £650	▲9.09%
VR / XR Consultant	£500 - £650	0.0%
Content Curation Manager	£425 - £475	0.0%
Curriculum Developer	£475 - £525	0.0%
Senior Instructional Designer	£400 - £500	▲9.09%
Learning Technologist	£325 - £400	▲7.41%
Instructional Designer	£350 - £425	▲3.33%
Junior Instructional Designer	£325 - £375	0.00%
Learning Developer	£300 - £375	▲4.00%
Helpdesk Support	£300 - £350	▲1.64%
Video Editor / Production	£350 - £400	▲7.14%
Motion Graphics Designer/Animator	£350 - £400	▲7.14%
TEL Specialist	£325 - £400	0.00%
VLE Administrator	£300 - £340	▲3.23%

# Public Sector - Contract



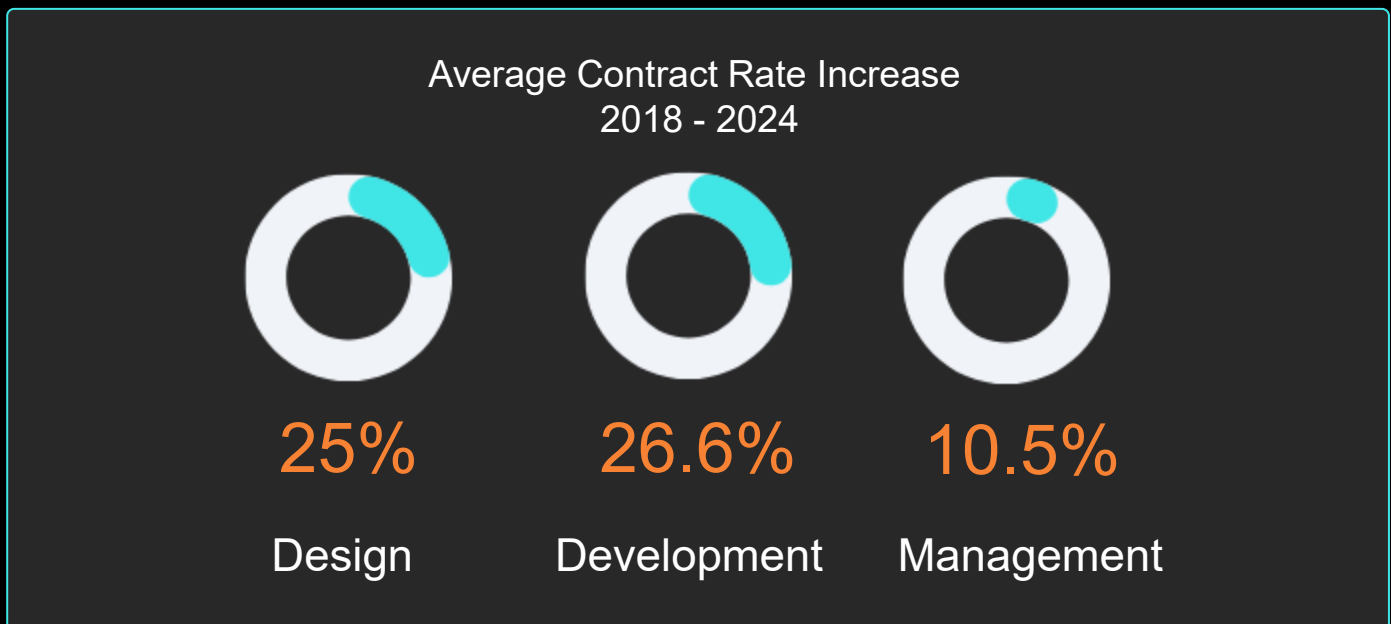
## Public Sector

Job Role	Day Rate
Animators	£375 - £400
DSAT Training Designers	£450 - £550
Courseware Designer	£375 - £425
Media Developer	£400 - £450
Head of Online Learning	£500 - £600
VLE Implementation Consultant	£450 - £550
Senior Learning Consultant	£500 - £600
Learning Programme Manager	£450 - £550
Director of Digital Learning	£600 - £750
Head of Programmes	£600 - £900
Head of Digital Learning	£500 - £600
Head of Learning Systems	£500 - £600
Digital Learning Systems Architect	£475 - £575
Senior Instructional Designer	£400 - £500
Learning Technologist	£325 - £400
Instructional Designer	£350 - £425
Junior Instructional Designer	£325 - £375
Learning Developer	£300 - £375



# Key Trends - Contract

Similarly to the permanent trend extract on page 14, below illustrates the contract rate increases over the last 7 years since Instinct's first ever salary & rate guide was compiled.



Source: All statistics are extracted from Instinct's database. Based off average day rate contract.





## Learning Resource Combined With **Instinct**

Whether you have a resourcing requirement or a question about this guide; we're here to help in any way that we can.

As we mentioned earlier, the salaries and rates found in this guide are exactly that - a guide.

Salaries and rates can vary depending upon the sector, industry and even location.

As the UK's leading learning recruitment agency, Instinct is uniquely positioned to fulfill all learning resource requirements and to also answer any questions that you may have.



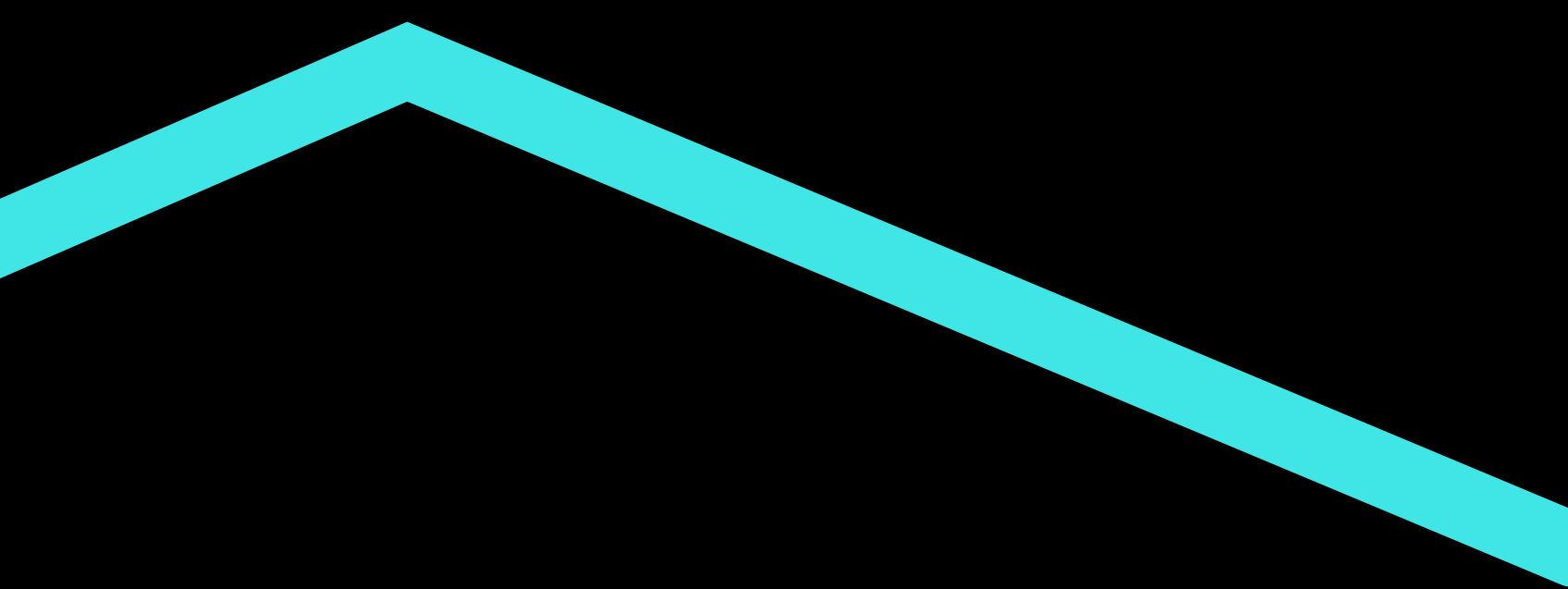
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