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Q4-2025  
QUARTERLY  
SURVEY

# QUARTERLY AI, ML & DATA UK SALARY SURVEY CONTRACT & PERM



- Head of AI
- AI Architect
- Senior Data Scientist
- Senior Data Engineer
- GenAI Consultant
- ML Engineer
- AI Prompt Engineer
- AI Analyst



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# QUARTERLY AI & Agentic Automation UK SALARY SURVEY CONTRACT & PERM



This market snapshot is based upon UK AI vacancies advertised over the past 6 months and lists the 25th & 75th percentile salaries/rates typifying the likely range in today's marketplace.



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Role

# AI & Agentic Automation Head of AI

Current market rates\*

Salary: £95,000 - 113,750

Day rate: £888 - 988

\*25th - 75th percentile



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Role

**AI & Agentic Automation**

**AI Architect**

Current market rates\*

Salary: £72,500 - 100,313

Day rate: £547 - 725

\*25th - 75th percentile



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Role

# AI & Agentic Automation Snr Data Scientist

Current market rates\*



Salary: £65,000 - 100,000

Day rate: £625 - 688

\*25th - 75th percentile



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Role

# AI & Agentic Automation Snr Data Engineer

Current market rates\*

Salary: £63,750 - 85,000

Day rate: £500 - 650

\*25th - 75th percentile



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Role

# AI & Agentic Automation GenAI Consultant



Current market rates\*

Salary: £69,250 - 77,750

Day rate: £663 - 688

\*25th - 75th percentile



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Role

# AI & Agentic Automation ML Engineer

Current market rates\*

Salary: £56,250 - 102,500

Day rate: £591 - 864

\*25th - 75th percentile



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Role

# AI & Agentic Automation Prompt Engineer

Current market rates\*

Salary: £67,188 - 117,500

Day rate: £426 - 688

\*25th - 75th percentile



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Role

# AI & Agentic Automation AI Analyst

Current market rates\*

Salary: £34,399 - 49,587

Day rate: £531 - 641

\*25th - 75th percentile



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For further information visit  
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**Source:** ITJobs Watch data published on 6<sup>th</sup> January 2026 for vacancies posted during the proceeding 6-month period. Rates listed are the 25th and 75th percentile for the period.



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