



A data-led guide to help L&D and Talent teams benchmark roles, align salaries, and hire smarter in today's evolving learning landscape.

Introduction

At Blue Eskimo, we specialise exclusively in recruiting for the Learning and Development (L&D) sector. With deep expertise across all L&D disciplines, including Talent Management, Learning Design, Learning Technology, and Project and Programme Management. We have built a reputation as the go to recruiter for organisations seeking top tier L&D talent for 23 years.

We work with internal L&D functions across industries and disciplines, as well as learning service providers including training companies, L&D consultancies, and edtech platforms. Our recruitment extends beyond L&D professionals to include sales, marketing, and management roles within the learning sector.

This guide is designed to support L&D and Talent Acquisition teams in:

- Understanding the structure and responsibilities of key L&D roles.
- Accessing reliable salary benchmarks grouped by job family.
- Gaining insights into current market trends.

Whether you're hiring for a strategic leader or a learning designer, this guide will provide useful context to help you recruit confidently and, when needed, partner with a specialist.

Why This Guide?

The L&D landscape is vast, with a growing diversity of roles and responsibilities. From internal L&D teams to external service providers, the demand for talent spans strategic leadership, learning design, and cutting-edge learning technologies. This makes defining clear benchmarks for roles and salaries both a challenge and a necessity.



HELLO!

This guide is designed to:

Simplify the complexity of L&D recruitment by grouping roles into **job families**.

The L&D sector is incredibly diverse, with over 300 unique job titles identified in our most recent industry survey for over 500 respondents. This variety makes it difficult for hiring teams to benchmark roles or define clear salary bands based on job title. Job titles vary widely, salaries fluctuate depending on skills and specialisation, and the talent market continues to evolve at pace.

How the Data Was Compiled

This guide is informed by a rich blend of: **Over 500** survey responses from L&D professionals across the UK, Europe, the US combined with Blue Eskimo's internal vacancy and placement data over the past three years, covering over **1,000 individual roles and salaries**.

By merging survey insight with real-time market activity, we've created the first and most accurate and practical salary benchmarking resource available for L&D roles in 2025.

At [Blue Eskimo](#), we understand that the diversity of roles within the Learning and Development (L&D) sector can make talent acquisition a complex process.

To simplify this, we have grouped roles into distinct **job families** based on the core functions, skills, and responsibilities associated with each area. These groupings are informed by:

Industry Trends: Aligning with how organisations structure their L&D teams and services.

Role Commonalities: Clustering roles with overlapping responsibilities, required skills, and career pathways.

Survey Data: Drawing from insights gathered in our annual L&D Work and Salary Survey to understand how professionals categorise their own roles, combined with internal vacancy and placement data covering over 1000 data points.

Market Expertise: Leveraging our deep experience recruiting for L&D across industries and disciplines to create meaningful groupings.



Job families provide a structured way to think about L&D talent, making it easier for Talent Acquisition or hiring managers to identify, benchmark, and recruit for the roles they need.





How to interpret the Salary Data:

We've used the 25th, 50th (median), and 75th percentiles to present salary benchmarks because they offer a simple but powerful way to show how pay typically varies within each job family. The 25th percentile represents the lower end of the salary range (often those newer to a role), the median shows the most typical salary, and the 75th percentile reflects the higher end (typically more experienced or specialised professionals). This approach gives a clearer, more realistic picture than a single average, helping you better understand the range of salaries you might expect to offer or receive for each type of L&D role.

	25th Percentile	50th Percentile Median	75th Percentile
Example	£25,000	£50,000	£75,000
What does this mean?	25% of the salaries surveyed are £25,000 or less and the other 75% are paying more than £25,000	50% of the salaries surveyed are £50,000 or less and the other 50% are paid more than £50,000	75% of the salaries surveyed are £75,000 or less and the other 25% are paying more than £75,000

Primary Focus: This family includes roles responsible for designing, developing, and implementing learning content and technologies that support organisational goals.

Key skills and Responsibilities:

- Creating engaging learning experiences using instructional design principles.
- Developing eLearning, blended, or instructor-led programs.
- Leveraging technologies such as LMS, authoring tools, and gamification platforms.
- Required Skills/Experience: Proficiency in learning design methodologies, technology fluency, and experience with authoring tools like Articulate Storyline, Rise or Adobe Captivate or Vyond.
- ADDIE, SAM, Design Thinking
- Content accessibility, UX/UI principles
- LMS/LXP integration, SCORM/xAPI standards

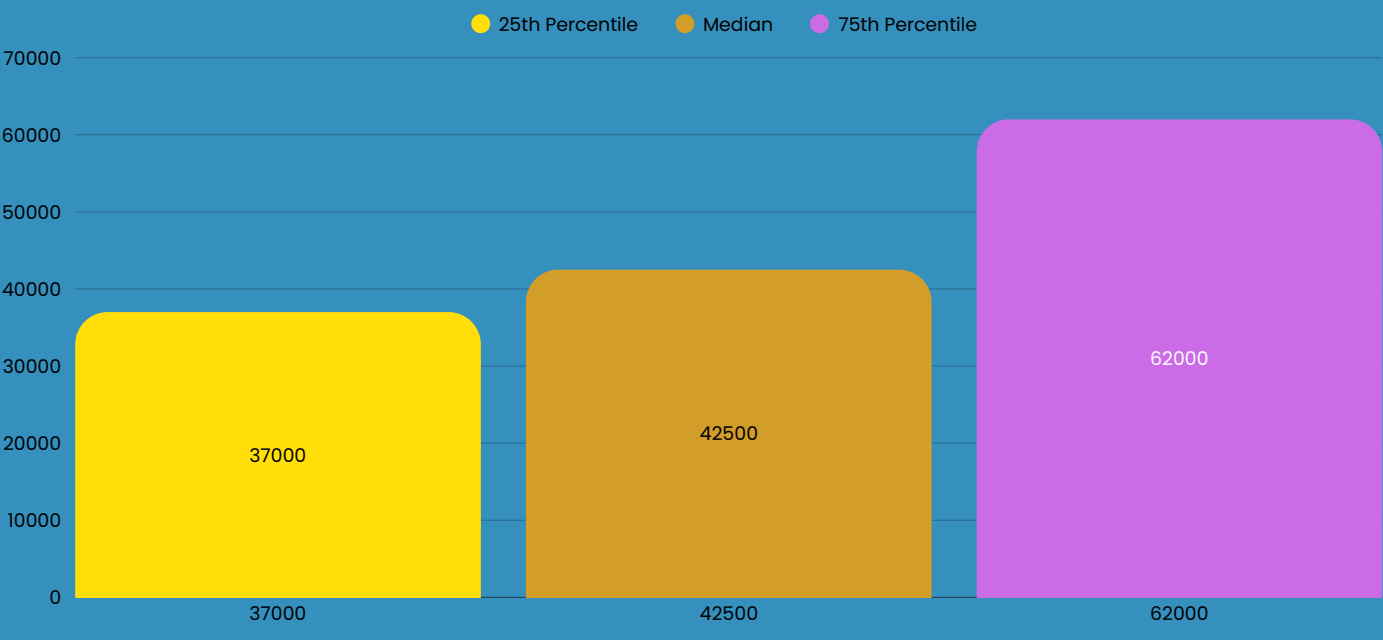
Example Job Titles: Learning Designer, eLearning Developer, Learning Experience Designer, Learning Technologist.

Key skills in demand: Traditionally learning design and development has been done by Instructional Designers balanced with graphic design and authoring tool development skills often done separately. More than ever these skillsets are converged in roles with the added expectation for strong AI literacy and the ability to utilise generative AI and Gen AI enhanced tools and technologies. The human aspect of design including strong stakeholder engagement skills (SME engagement) is ever more important.

Median Salary: £42,500

Roles and responsibilities can vary, as can geographic location and sector which can affect salary significantly, specific subject matter expertise and technology expertise can also present a premium for skills. Benefits such as bonus, pension contributions, holiday entitlement and insurances are not included.

Viewing the 25th, 50th (median), and 75th percentile salary ranges offers readers a clear and practical understanding of the salary landscape across different L&D job families.



Primary Focus: Roles in this family focus on aligning L&D strategies with organisational objectives and driving business transformation through talent development. Typically such roles may involve managing teams, however team sizes can vary significantly, this type of role can also often be that of an Individual contributor and may or may involve the design, delivery (facilitation) and creation of learning to varying degrees.

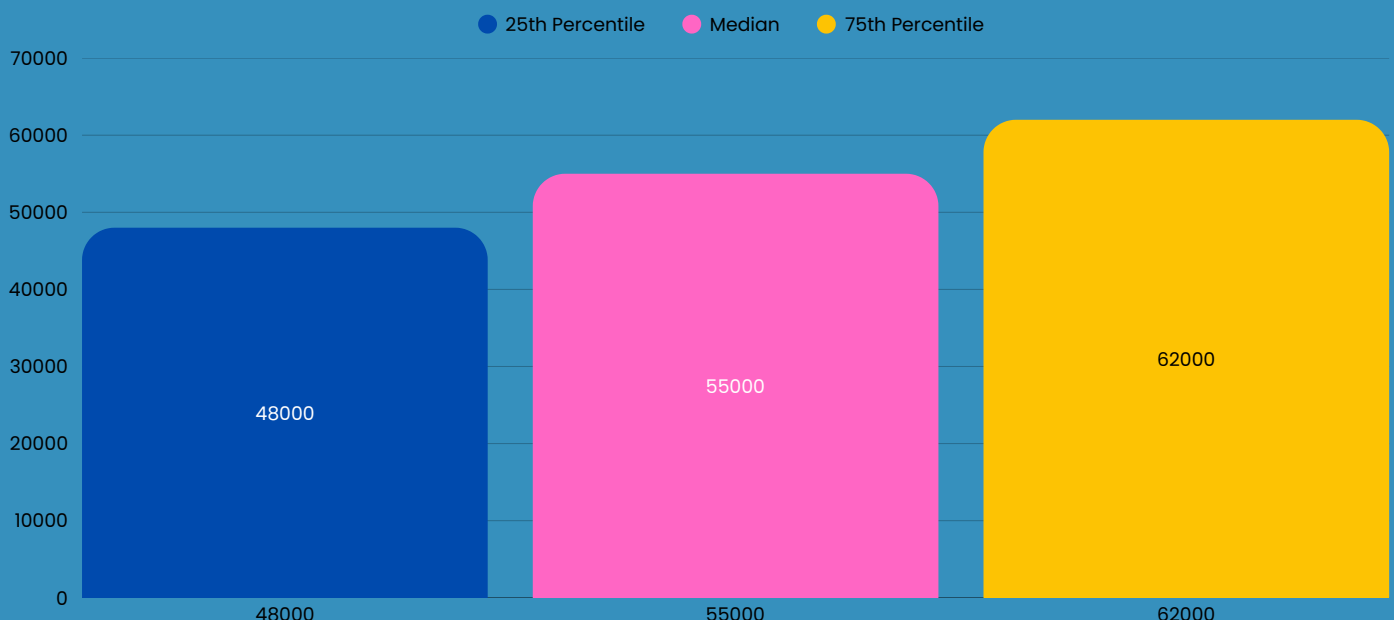
Key Skills and Responsibilities:

- Strategic planning,
- Learning Needs Analysis
- Developing L&D strategies that support organisational growth.
- Leading teams to deliver impactful learning initiatives.
- Providing consultancy to diagnose and address skills gaps.
- leadership, business acumen, and expertise in talent development strategies.
- Stakeholder engagement
- Budget and resource management
- ROI measurement, learning evaluation (Kirkpatrick, Phillips ROI)
- Qualifications: CIPD 5,7, Masters or degree in HR related fields

Median Salary: £55000

Roles and responsibilities can vary, as can geographic location and sector which can affect salary significantly, specific subject matter expertise and technology expertise can also present a premium for skills. Additionally benefits such as bonus, pension contributions, holiday entitlement can influence basic salary compensation.

Viewing the 25th, 50th (median), and 75th percentile salary ranges offers readers a clear and practical understanding of the salary landscape across different L&D job families.



Primary Focus: This family includes roles that oversee the planning, execution, and delivery of L&D projects and products to timeline scope and budget. This family also includes Product Development roles with similar responsibilities.

Key Skills and Responsibilities:

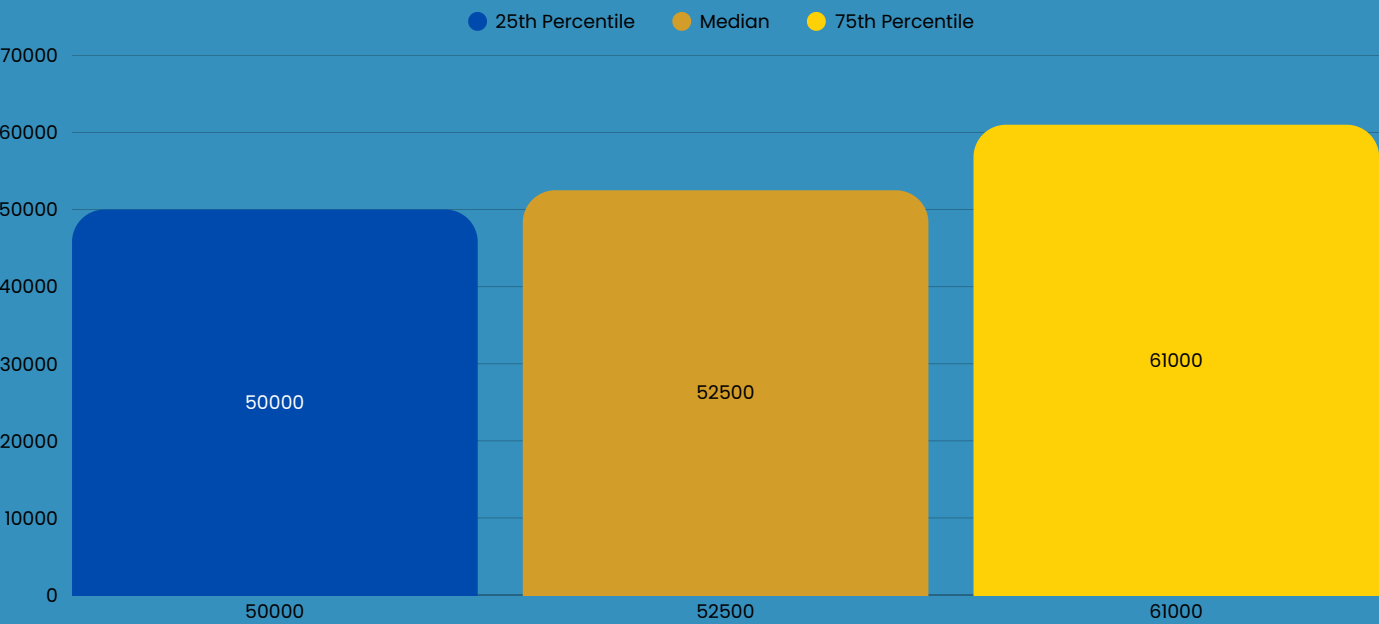
- Managing timelines, budgets, and resources for L&D initiatives.
- Coordinating cross-functional teams to deliver projects on time.
- Ensuring alignment of deliverables with business goals.
- Project management expertise, strong organisational skills, and experience
- Methodologies like Agile or PRINCE2 and associated qualifications
- Vendor and resource management
- Follow up and feedback process
- Stakeholder communication
- Experience with tools such as Asana, Jira, Smartsheet or MS Project.

Example Job Titles: L&D Project Manager, L&D Product Manager, Programme Manager, Product Owner

Median Salary: £52,500

Roles and responsibilities can vary, as can geographic location and sector which can affect salary significantly, specific subject matter expertise and technology expertise can also present a premium for skills. Benefits such as bonus, pension contributions, holiday entitlement and insurances are not included.

Viewing the 25th, 50th (median), and 75th percentile salary ranges offers readers a clear and practical understanding of the salary landscape across different L&D job families.



Primary Focus: This family includes roles that deliver learning or training programmes or courses. The delivery medium could be, Virtual Instructor Led (VILT) or face to face classroom sessions, experiential learning or technical training labs.

Key Skills and Responsibilities:

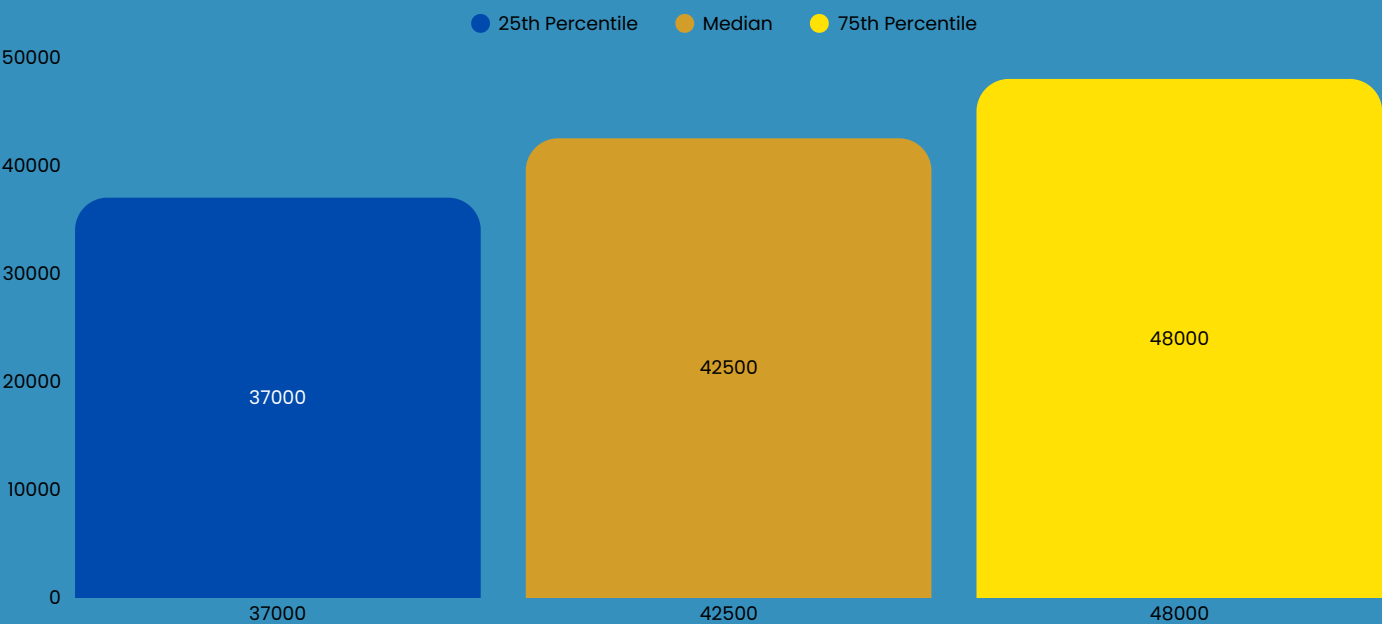
- Virtual and In Person Training Facilitation
- Coaching and Mentoring.
- Communication engagement strategies
- Follow up and feedback processes
- Qualifications: CIPD, TAP or LPI accreditation

Example Job Titles: Trainer, Facilitator, L&D Specialist, L&D Partner, Team Coach

Median Salary: £42,500

Roles and responsibilities can vary, as can geographic location and sector which can affect salary significantly, specific subject matter expertise and technology expertise can also present a premium for skills. Benefits such as bonus, pension contributions, holiday entitlement and insurances are not included.

Viewing the 25th, 50th (median), and 75th percentile salary ranges offers readers a clear and practical understanding of the salary landscape across different L&D job families.



Primary Focus: Supporting L&D Operations, either internally within a corporate learning function or as part of a Learning Services providers team. Typically offering logistics, coordination of learning services or administrative technology support to deliver a learning service.

Key Skills and Responsibilities:

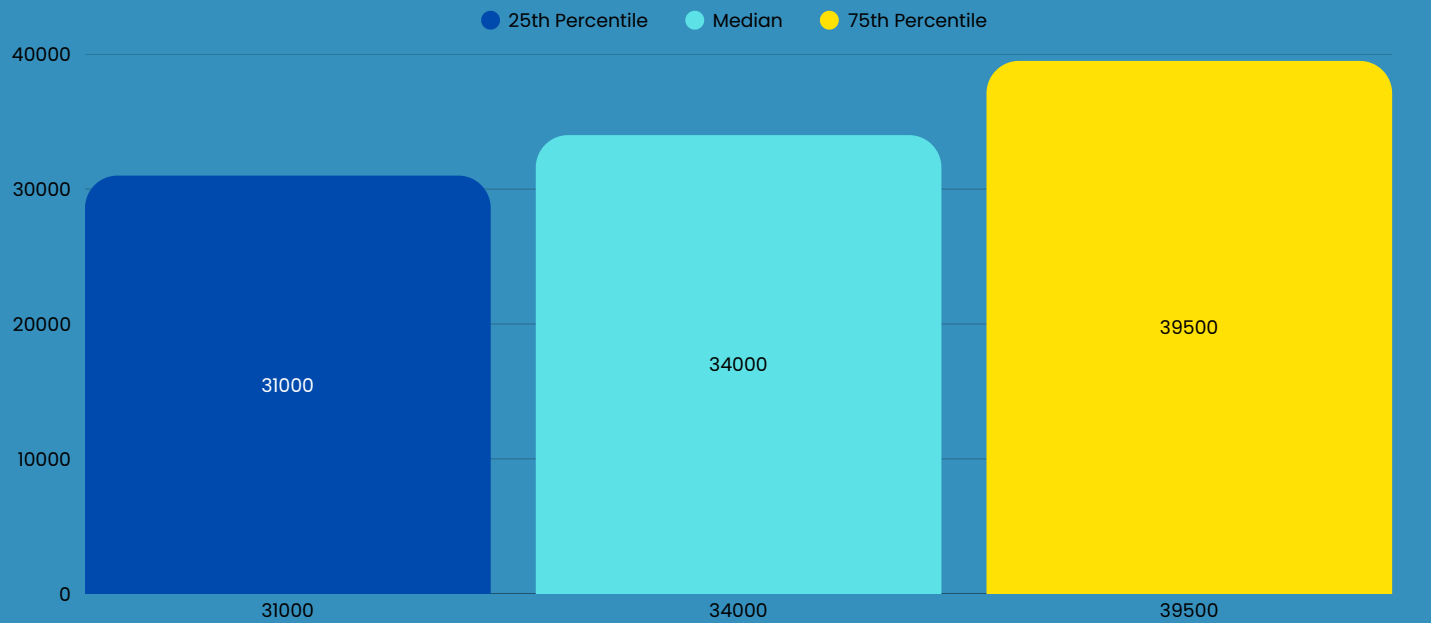
- Scheduling and Logistics
- LMS or LXP platform administration (reporting, loading content some basic design)
- Learner Support
- Communication and reporting
- Data tracking and dashboards

Example Job Titles: L&D Coordinator, Learning Administrator, Client Services, Project Support, L&D Advisor, Learning Services Executive

Median Basic Salary: £34,000

Roles and responsibilities can vary, as can geographic location and sector which can affect salary significantly, specific subject matter expertise and technology expertise can also present a premium for skills. Benefits such as bonus, commission plans are not included.

Viewing the 25th, 50th (median), and 75th percentile salary ranges offers readers a clear and practical understanding of the salary landscape across different L&D job families.



Primary Focus: Driving growth and customer engagement for L&D services and platforms. Roles can be focussed on new business acquisition (net new business) growth (Account/Sector Management) or Lead generation (Marketing/Sales Development). Roles are varied, some will carry sales quota and others provide support as part of a wider team in the sales and marketing process.

Key Skills and Responsibilities:

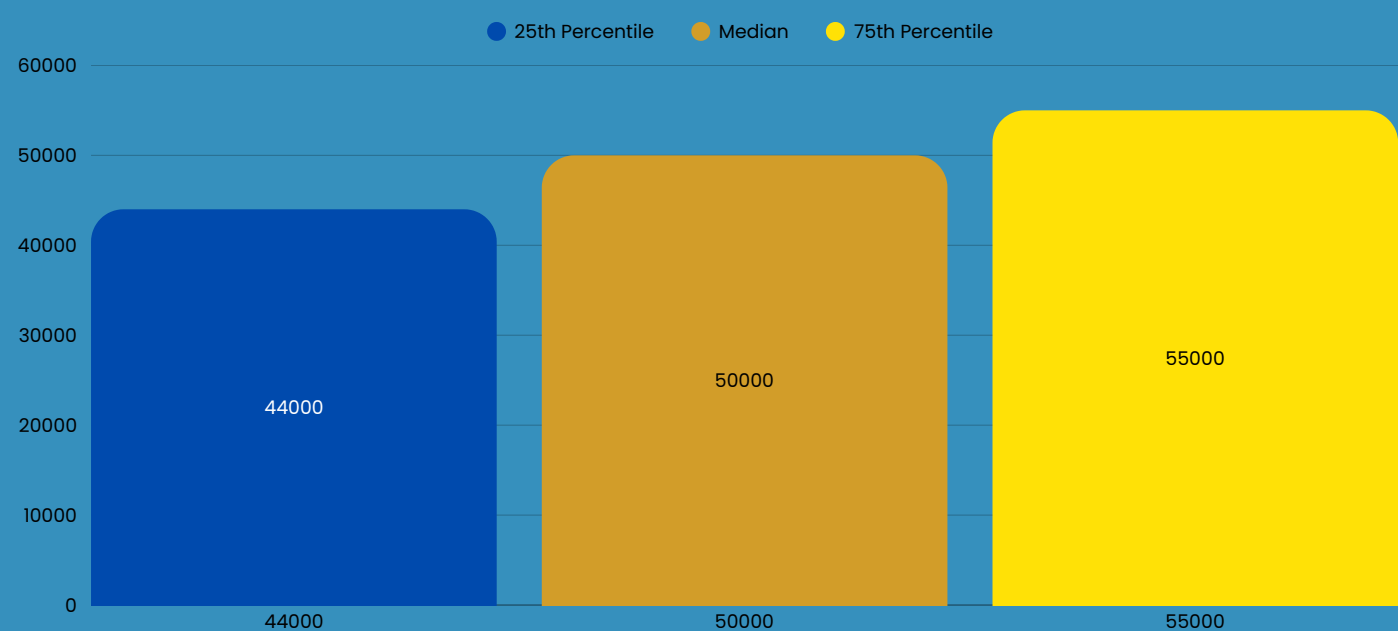
- Consultative or solutions selling
- Use of CRM systems (Salesforce, HubSpot)
- Communication engagement strategies including outbound content (LinkedIn messaging or content marketing)
- Bid and Proposal writing
- Methodology based selling (Spin/Challenger)
- Account Strategies/sales cadences

Example Job Titles: Business Development Manager, Account Manager, Account Executive, Marketing Manager, Client Partner.

Median Basic Salary: £50,000

Roles and responsibilities can vary, as can geographic location and sector which can affect salary significantly, specific subject matter expertise and technology expertise can also present a premium for skills. Typically salaries are higher in the Learning Platform (SaaS) arena because targets, revenues and deal sizes are usually greater. Benefits such as bonus, commission plans are not included.

*Viewing the 25th, 50th (median), and 75th percentile salary ranges offers readers a clear and practical understanding of the salary landscape across different L&D job families.



Primary Focus: Leading enterprise learning strategy and transformation, senior roles can consist of highly experienced assets in strategic roles as a contributor in a large team or function or they can be leadership roles in smaller functions with ownership responsibilities for budgets, teams and strategies.

Key Skills and Responsibilities:

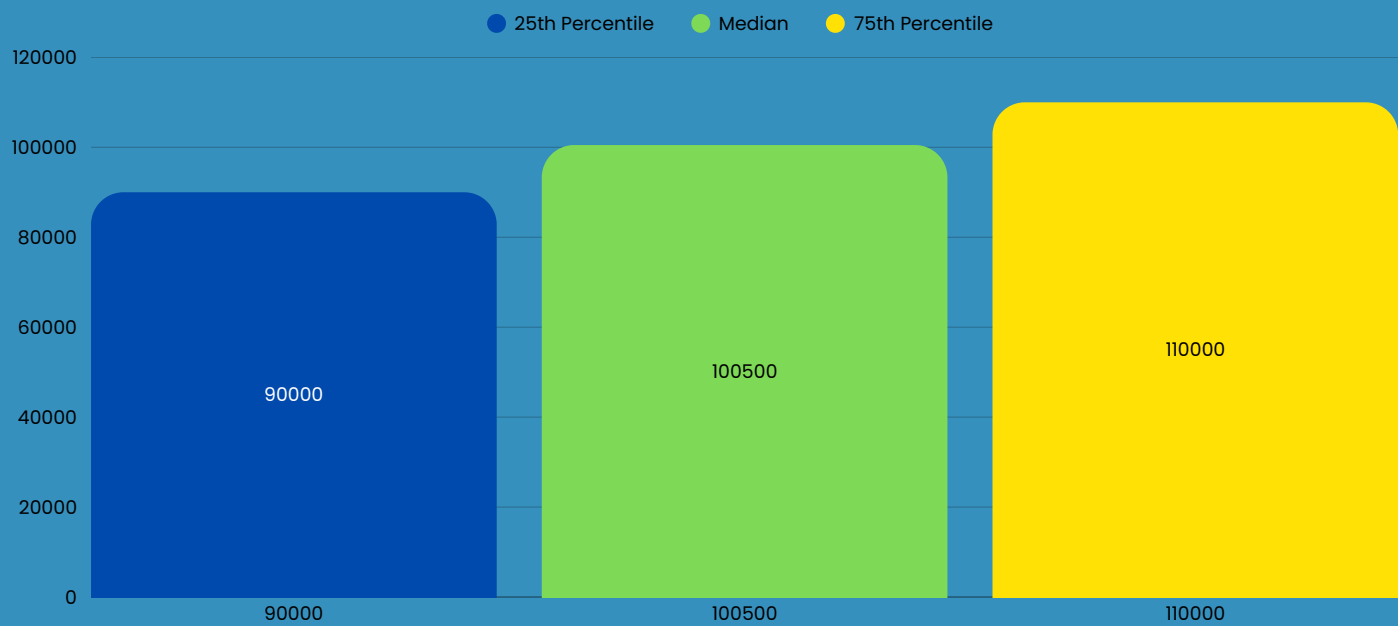
- Organisational Learning Strategy
- Skills Development or Talent Development responsibility for units, divisions or populations.
- Business Alignment and Influence
- Change Leadership and Culture Transformation
- ROI, Data Reporting, Business planning and execution
- Technology stack ownership, development and decision making/influencing responsibilities.

Example Job Titles: Director of L&D, Chief Learning Officer, VP Of Learning, Capability Development Leader

Median Basic Salary: £100,500

Roles and responsibilities can vary, as can geographic location and sector which can affect salary significantly, specific subject matter expertise and technology expertise can also present a premium for skills. Benefits such as bonus, commission plans are not included.

Viewing the 25th, 50th (median), and 75th percentile salary ranges offers readers a clear and practical understanding of the salary landscape across different L&D job families.





This guide is designed to bring structure and clarity to the L&D talent market. By using data from both sides of the equation—candidates and employers—you gain the most accurate picture of what roles cost, what they deliver, and how to structure your hiring effectively.

At [Blue Eskimo](#), we specialise in finding the right people for every learning challenge. Whether you need a fixed-term contractor or a strategic leadership hire, we're here to help.

What We Do

Our services are tailored to meet the unique hiring needs of the L&D market:



Search and Selection: Identifying exceptional professionals who are busy driving success, rather than actively seeking roles on job boards.



Permanent and Fixed-Term Recruitment: Advertising and headhunting to secure talented individuals for critical roles.



Flexible Resourcing: Providing skilled professionals on a fixed-term basis, typically on a day-rate model, to address immediate needs.



Executive and Senior Search: Locating rare, proven leaders who can complement top-performing teams and drive strategic goals.



[Contact us **HERE**](#)



Hiring? – See how we can help [HERE](#)



[http://](#)

Visit us [HERE](#)



SUBSCRIBE



For more reports and data click [HERE](#)