



Why freelance?

Freelancing can be a very rewarding experience, a great way to build your skills, your network and your confidence.

People choose to freelance with The SG Group for a whole host of different reasons. Some people treat it as a “stopgap” until they find the right permanent job. Some are in “limbo land” and not sure what they want to do next. Others are embarking on a long-term freelance career as they are looking for flexibility, variety and change. If freelancing is right for you, you’ll absolutely love it, but how will you know if the shoe fits?

Firstly, you’ll have to be able to hit the ground running. Ideally, you should have a track record of at least two years in marketing – sorry, that means no graduates – and for the majority of jobs you’ll need to be available to work five days a week.

Aside from the ‘technical’ skills you’ll need for a specific job you also need to have the right attitude. Working with Dr Bob Edenborough, one of the UK’s leading occupational psychologists, we’ve identified eight key competencies of a top freelancer.

Motivation

You need to know why you’re freelancing and you need to have an end goal. Freelancing isn’t something you should embark on with a half-hearted attitude. You need to give serious consideration to the ups and downs of this style of working.



Want more?

For further advice or to see a full list of jobs, log onto www.the-sg-group.com.au
T 02 8270 7171



Positively different
Specialists in marketing recruitment



Networking

You may be on a freelancing assignment for a day, a month or a year. In every case you'll need to fit in as part of a team. Getting on with people is paramount.

Positivity

If you don't have a can-do attitude, you won't last long in freelancing. Clients repeatedly ask for our up-beat, energetic and positive candidates.

Learning

Whilst each assignment will be agreed beforehand, you must keep an open mind and be ready to learn new skills and methods and to take on board fresh thinking.

Flexibility

Freelancing often throws up surprises and you'll need to take these in your stride. You'll also need to be happy to roll up your sleeves and do what has to be done – even if it's not in your 'job description'.

Presentation

You're a professional – you'll be organised, punctual, dependable and smart. You'll also have to be comfortable adapting your style to fit into the different environments you'll find yourself in.

Confidence

Freelancers need plenty of confidence. You'll often be in different surroundings and working with new people. The best freelancers speak up and get involved from day one. They know what they can do – but are also happy to own up to what they don't know!

Communication

Getting the job done, getting on with people – it's all down to good communication. If you know how to communicate, you'll hit the mark as a freelancer.