

Overview

This standard is about working in the creative industries and promoting yourself and your services to potential employers or contractors.

This requires a good understanding of how to promote your achievements, further your connections and networks, and keep your skills and knowledge up-to-date.

This standard could be used in all roles in the screen industries and also applies to wider creative industry roles for example theatre, live events, cultural heritage and design occupations.

Performance criteria

You must be able to:

1. identify and follow strategies to enhance your professional reputation and promote yourself to potential clients
2. ensure that you have systems in place that help identify work opportunities at an early stage
3. keep information about your experience, past work, achievements and availability
4. research potential agents or other representatives available in your area if required
5. ensure that records and accounts are kept up-to-date as required
6. set up and use systems for managing budgets, tax, VAT and other records as required
7. establish and maintain effective services to support yourself as a freelancer or short term contractor
8. plan ahead to organise and maintain a viable work and cash flow
9. adapt to the demands of others whilst maintaining personal working style, brand and reputation
10. negotiate terms and conditions that meet legal requirements, production industry regulations and industry standards
11. estimate and agree realistic fee rates, schedule and other expenses
12. establish clear performance outcomes
13. ensure the contract contains details regarding payment terms and time limit to payment
14. confirm the details of the contract match agreements and securely store the final signed contract

Knowledge and understanding

You need to know and understand:

1. who the major commissioning organisations in your field of expertise are and how to make contact with them
2. how to maintain your professional ethics and practices, and keep abreast of new developments within the creative and multi-media industries
3. how to show clients that you are worth approaching about the possibility of work
4. whether an agent or on-line talent database, would be able to help you to find work
5. how to access work opportunities within your industry
6. how to provide realistic rates for fees and resources such as accommodation and expenses
7. how to negotiate terms and conditions in line with legal, production and industry requirements
8. when you need to obtain insurance and how to do so
9. when and how to agree staged payments
10. how to maintain contacts and conduct negotiations with potential clients
11. how to negotiate and agree legal contracts that include income, timelines and outcomes
12. sources of advice on employment, insurance, tax regulations and other small business legislation
13. how to keep simple business accounts (income, expenditure and cash flow) and how to invoice and chase late payments
14. how to set and manage personal and business budgets
15. how to recognise the difference between creative and business decisions
16. how to carry out contingency planning, scheduling and future planning to maintain a viable work and cash flow
17. how to build support networks to address the difficulties of working alone

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Relevant Occupations Arts, Media and Publishing, Crafts, Creative Arts and Design, Design Associate Professionals, Marketing Associate Professionals, Media and Communication, Media Associate Professionals, Performing Arts, Technical Services and Distribution (Film & TV), Post Production Professionals, Sound Production Professionals (Film & TV), Animation Professionals, Physical Special Effects Professionals, Technical support roles for Sound Recording and Music Technology, Digital Marketing Occupations, Interactive Media Professionals, Games Professionals

Suite Camera, Creative Media Generic Skills, Sound Recording and Music Technology

Keywords manage; market; services; creative industries; accounts; budgets; contracts; negotiate; fee rate; creative industries;
