



Unit title	Manage and market yourself as a freelancer in the creative industries
SQA Unit code	H6P1 04
SCQF level	7
SCQF credit points	6
SSC Ref	CDM6

History of changes

Publication date: February 2014

Version: 01

Version number	Date	Description

© Scottish Qualifications Authority 2014

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

Title:	Manage and market yourself as a freelancer in the creative industries	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Be able to market own services	1.1	Identify relevant business contacts within the industry
	1.2	Maintain established business contacts within the industry
	1.3	Participate within relevant networks and expert organisations to support own freelance activity
	1.4	Use appropriate strategies and tools to enhance own professional reputation and promote own services
	1.5	Implement systems to enable early identifications of work opportunities
	1.6	Identify potential agents or other representatives
2 Be able to manage own performance	2.1	Identify own development needs drawing on a range of relevant sources
	2.2	Seek constructive feedback from relevant parties about own performance
	2.3	Set, monitor and review realistic objectives for own training and development needs, performance and business targets
	2.4	Work flexibly, adapting to the requirements of others as appropriate whilst maintaining own personal work ethic and reputation
	2.5	Make appropriate business decisions
3 Be able to manage own systems, accounts and records	3.1	Implement effective systems for managing budgets, finance and documentation
	3.2	Maintain appropriate, accurate and up-to date accounts and records
	3.3	Implement effective support services
	3.4	Plan ahead to maintain a viable work and cash flow

<p>4 Be able to manage own contracts</p>	<p>4.1 Negotiate contracts that meet legal and industry requirements</p> <p>4.2 Agree realistic fee rates, schedule and other expenses</p> <p>4.3 Establish clear performance outcomes</p> <p>4.4 Ensure that contracts include all relevant details, checking that these match agreements</p> <p>4.5 Communicate the obligations of all parties clearly</p> <p>4.6 Store a written copy of the final signed contract securely</p>
--	--

Additional information about the Unit
Unit purpose and aim(s)
This unit assesses the ability to operate as a freelancer. Learners need to promote their own achievements, market their own services and keep their reputation and knowledge up-to-date. They will also need to manage their own performance and systems, negotiate contracts and ensure that the terms and conditions are fair and just.
Details of the relationship between the Unit and relevant national occupational standards (if appropriate)
This Unit is based on the NOS (SKSGS1) developed by Creative Skillset
Details of the relationship between the Unit and other standards or curricula (if appropriate)
N/A
Assessment requirements specified by a sector or regulatory body (if appropriate)
N/A

Assessment (evidence) Requirements

Evidence for this Unit should be generated in the workplace or a real work environment under normal commercial operating conditions. Simulation is only acceptable under certain circumstances, please refer to section 4.1 of Creative Skillset's 'Principles of Assessment for use with SVQs and competency-based qualifications in the SCQF'

Guidance on Instruments of Assessment

This Unit is designed to assess the skills and knowledge of candidates in the workplace.

Acceptable types of evidence

The following sources of evidence can be used in the assessment of the competency based learning outcomes:

- Direct observation of learners carrying out the relevant task;
- Portfolios (hard-copy and digital);
- Inspection and evaluation of products produced (this includes electronic evidence where appropriate);
- Questioning of learners to support performance;
- Simulation where agreed (see section 4.1 of Creative Skillset's 'Principles of Assessment');
- Expert Witness where specific expertise is required;
- Supplementary evidence (i.e. Witness Testimony);
- Recorded Internal competency assessments carried out as part of a structured in-company approach (i.e. ISO9000). Assessors should carry out only confirmatory observation.

For knowledge based learning outcomes the following sources of evidence can be used:

- Oral or written exams/test;
- Portfolios (hard-copy and digital);
- Presentations;
- Simulation on where agreed (see section 4.1 of Creative Skillset's 'Principles of Assessment');
- Assignments;
- Projects;
- Case studies.
- Professional Discussion

Please note: This is not an exhaustive list, all of the assessment methods associated with effective delivery and assessment of qualifications that attest to occupational competency may be used.

SQA's Guide to Assessment is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website:

http://www.sqa.org.uk/files_ccc/GuideToAssessment.pdf