



Questions you might have

FAQs...

What sort of companies do you deal with, i.e. how big or small?

At Stopgap, our clients vary hugely in size. We deal with the majority of the top 100 FTSE companies plus all the top marketing agencies. In addition, there are smaller companies on both the client and agency sides that ask us to find them talented marketers, both for freelance marketing roles and permanent marketing jobs.

Are most of your clients based in London?

Officially we cover all of the UK. However, the majority of our clients are based in and around the M25, M4 corridor and M1 up to Milton Keynes and Peterborough. We do occasionally cover freelance marketing jobs in the North and South West.

Should I register with other recruitment agencies?

By all means register with other marketing recruitment agencies - you want to make sure you are giving yourself the best opportunity possible to find the marketing job you're looking for. However, please let us know who they are and who they have sent your CV to. At Stopgap, we will be completely honest with you through the whole marketing recruitment process and will expect the same from you.

Can you help me find freelance marketing assignments and permanent work at the same time?

Of course - when you register with Stopgap you'll be asked what type of work you're looking for - permanent marketing roles, freelance marketing jobs or both. When you come in for an interview you'll meet the Stopgap recruitment consultant dealing in the marketing areas you have specified an interest in - if you want to explore both, you'll meet both the freelance and permanent recruitment consultants working in your area of marketing expertise.



What happens to my application when I apply for a role through the website?

Once you've fully registered, your details are sent to the most appropriate Stopgap recruitment consultant, depending on your marketing experience. They'll take a look and then let you know if

they think we're the right marketing recruitment agency for you and therefore able to take your application further. If not, we'll let you know that too so you won't be left in the dark.

How do I make sure that my CV can be seen by more than just the consultant I have met or spoken to on the phone?

At Stopgap, we work with a unique, open database, which allows all of our marketing recruitment consultants access to your details at any time. They'll instantly know if you fit any of the criteria for the marketing jobs they're handling and will contact you directly if they think we can help.

Specific to freelancing;

Could freelancing damage my future career prospects?

Why should it? By freelancing, you have proved that you are flexible, motivated, able to communicate well and adapt to any situation. That in itself is extremely attractive to a future employer in addition to the added experience and skills you will learn in each of your freelance marketing jobs. However, you might love it so much you'll decide to make freelancing your career.

How long do freelance marketing assignments last?

It really is a case of how long is a piece of string! Every freelance marketing brief we receive is different and can be from a couple of days to a year or so. However, the majority of freelance jobs covered by Stopgap last for around 3-4 months at a time and can often extend beyond the initial period.

Is it possible to get freelance work in an industry or marketing discipline that I have never worked in before?

At Stopgap, we won't force square pegs into round holes, but we'll not limit them to square holes either. We're interested in what you're able to do, not just what you've done in the past. For us, personality



attributes are just as important as technical skills. If you have the personality that fits plus you meet the majority of the criteria being asked for by the client we will have no hesitation in putting you forward for the freelance marketing job in question. Having said that, quite often the client asks for specific marketing skills that only someone with relevant previous experience would have.

What can I expect to earn freelancing?

Although you don't get the same benefits as your permanent colleagues, you are paid comparatively more to make up for this. However, it is the freelance marketing job that determines the rate,

not the candidate. Some clients may prefer to pay a pro-rata salary - this is especially true if the freelance assignment is expected to be of a quite substantial duration.

Do I get paid holiday?

Every freelancer is entitled to 28 days paid holiday per year (in line with The Working Time Regulations 1998 update). When you work through Stopgap these weeks do not have to be with the same company. As long as the assignment is through us and you are not getting paid holiday as part of your package, you'll accrue paid holiday every day you work. To read more about how the Holiday Entitlement will be calculated, download the PDF at the bottom of this page.

Do I have to set up my own limited company or register as self-employed?

Historically, marketing freelancers have used various methods when contract working to reduce, or simply to control, the amount of tax and NI they pay - setting up as a limited company or going self-employed being the most notable. New legislation, however, has since closed most benefits of doing this so in the majority of instances, marketing freelancers working through Stopgap will be paid through our payroll, with tax and NI.

www.stopgapgroup.co.uk