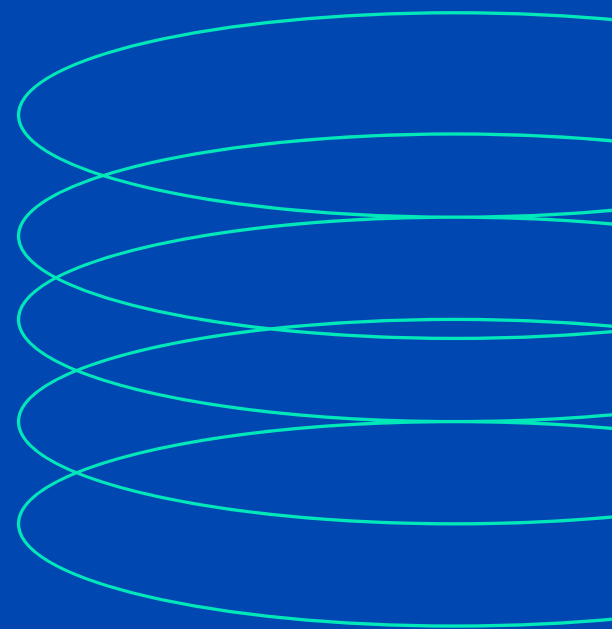


# Guide to Hiring a Freelancer



## FREQUENTLY ASKED QUESTIONS

Looking for a freelancer? Find out what makes them tick and how to get the best talent in the industry.



# Freelancer FAQ's

## What should the interview process look like?

For an efficient process, I'd recommend a single interview, either online or in person. Crafting a clear job brief and asking targeted questions can help gauge whether the candidate aligns with your project needs. Given the high demand for freelancers, a speedy process is paramount.



## I want them to complete a task. What is the best way to go about this?

While a task is common, respecting a freelancer's time is crucial, as their livelihood depends on their work output. One effective approach is to allocate a specific and reasonable timeframe for the task and compensate the freelancer accordingly.



## Can I offer a paid trial day?

Another popular approach is inviting the freelancer to join your team for a paid trial day. This not only allows assessment of their skills, but also provides insights into cultural fit, ensuring a well-rounded evaluation.



## How does salary translate to day rate?

The general rule is to divide the annual salary package by working days of the year (252) and add 25% leave loading to compensate for not having access to leave benefits. Leave loading is standardised across Australia.

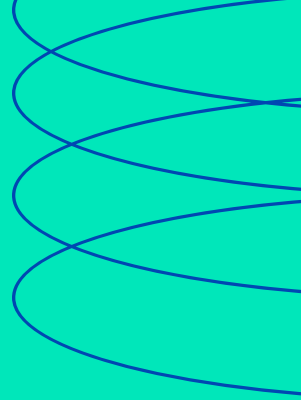


## What are the standard working hours in a day?

Freelancers vary between hourly and daily rates, but typically, a day rate equates to an eight hour workday. This serves as a general guideline for understanding their billing structure.



# Freelancer FAQ's



## What is the easiest way to pay a freelancer?

You can handle freelancer payments yourself or opt for a smoother process by teaming up with a recruiter. Recruiters manage invoicing and payments, simplifying the process for everyone involved, which allows all parties to focus on their main tasks.



## Do freelancers need to bring their own equipment?

This is up to you. Whatever you decide, clearly communicate whether a freelancer needs to bring their own laptop to work is crucial. Providing this information upfront allows freelancers to come prepared, and minimises any potential disruptions or delays in getting started on the project.



## How does overtime work?

In Australia, overtime rates may vary, but having a clear agreement is essential. The general rule is anything over an eight hour day is paid at time and a half. Weekend and public holidays are often paid at double.



## What are the best ways to ensure freelancers feel included?

Introduce them to the entire team, arrange one-on-one catch-ups, and invite them to social events. These seemingly minor gestures can greatly enhance the sense of belonging for freelancers and increase the reputation of your team.



## If it's a niche role, is it beneficial to brief multiple recruiters?

In theory, yes, as you can stretch the net far and wide. In reality, recruiters all speak and have access to the same candidates and when candidates are called about the same role twice, it may reflect poorly on you. My advice is to build rapport with one recruiter, educate them about your business needs, and know what you typically look for in a freelancer. They'll have far more success and allocate quality time to the search when you partner with them.

# Freelancer Rates

## ART/CREATIVE DIRECTION

JOB TITLE	MIN	MAX
Junior Art Director	\$360	\$400
Mid Weight Art Director	\$450	\$500
Art Director	\$550	\$600
Senior Art Director	\$600	\$800
Creative Director	\$800+	

## GRAPHIC DESIGN

JOB TITLE	MIN	MAX
Mid Weight Designer	\$450	\$550
Senior Designer	\$550	\$650
Design Director	\$650	\$750
Creative Director	\$800+	

ALL FIGURES ARE DAILY RATES EXCLUDING RECRUITER FEE AND GST

# Freelancer Rates

## UI/UX/PRODUCT DESIGN

JOB TITLE	MIN	MAX
Mid UI/UX Designer	\$560	\$700
Senior UI/UX Designer	\$700	\$800
Lead UI/UX Designer	\$800+	
Product Designer	\$600+	

## COPYWRITING

JOB TITLE	MIN	MAX
Copywriter	\$450	\$550
Senior Copywriter	\$600	\$750
Head of Copy/Creative Director	\$800+	

ALL FIGURES ARE DAILY RATES EXCLUDING RECRUITER FEE AND GST

Need additional assistance?

# Give us a shout!

Count on us to walk you through the process or even lend a hand in recruiting freelancers. We've established a network of incredible freelance creatives, designers, and copywriters in Melbourne and Sydney, all eager to help bring good ideas to life. Feel free to reach out if you're in need of that extra support.

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