



Finding stars in a  
small universe

## Interim & Freelance

Interim Management and Freelance Consultancy  
within the PR and Corporate Communications Industry

“I’d been freelancing for around five and a half years when I decided to try my hand at interim contract work and contacted VMA. They stood head and shoulders above the other agencies I contacted and seemed to go out of their way to find me a suitable role. They found me an interim assignment, and patiently managed to negotiate the ideal contract for both parties. I can definitely say my return to contracting is the best decision I’ve made for ages. I’ve met lots of new people, been introduced to a new industry and refreshed skills I hadn’t used for a while – in fact, it’s given me a new lease of life!”

Pauline  
Internal Communications Consultant

“Right from the start at my initial interview with VMA Group I was impressed by their professional approach and specialist knowledge. From then on they were supportive, proactive and demonstrated an excellent sense of judgement. Working with VMA Group resulted in me being offered an excellent, challenging and exciting role - a position that meets my aspirations and is suited to my skills and experience.”

Hayley  
PR/ Media Relations consultant



VMA Search is committed to promoting  
equal opportunity in the workplace



## VMA Group – Interim & Freelance Services

With nearly 30 years in the business, VMA Group is one of the UK's leading recruitment and executive search consultancies specialising in corporate communications and investor relations. Unlike a generalist recruitment firm, we have an in-depth, specialist knowledge of our niche market – in fact a number of our consultants have a PR or IR background themselves. We understand your needs intrinsically and strive to develop long-term relationships with clients and candidates alike.

## What is Interim Management?

Interim Management is a growing trend in the communications industry. Defined as a resource to help organisations undergoing change, implementing a critical strategy or looking to plug a crucial management or skills gap, organisations use Interims for:

- Change management
- Mergers & acquisitions
- Crisis management/troubleshooting
- Heavy workload when unable to increase headcount
- Maternity cover
- Long term sick leave
- Sudden departure in the team

Assignments can be part time or full time, and up to 12 months in length. You will probably be expected to spend some time in the office with the team, but there is usually flexibility for home working.

## What is an Interim Manager and what do they do?

- An independent, senior level professional with a proven track record
- Not looking for a permanent job – take on Interim assignments as a career choice
- Over-qualified for the work – able to ‘hit the ground running’
- Able to turn things around or build a function/department from scratch
- A driver and decision maker with a mix of strategic and tactical skills
- Able to manage teams and budgets
- Able to develop the existing team’s skills by offering hands-on coaching and development
- Part of the team but also independent – no impact on the headcount
- Available at short notice.

The communication disciplines we cover include:

- Corporate & Financial Communications
- Internal Communications
- Investor Relations & Corporate Access
- Freelance & Interim Management
- Financial Services
- Consumer & Brand PR
- Public Sector & Not-for-Profit
- Government & Public Affairs
- Marketing Communications

For more information please contact the Interim team on 020 7436 4243 or email [mail@vmagroup.co.uk](mailto:mail@vmagroup.co.uk)

Here is a snapshot of some of the organisations where we have recently placed Interim Managers and Freelance Consultants:

Aviva  
BAA  
Barclaycard  
ChevronTexaco  
Churchill Insurance  
Citigate Dewe Rogerson  
Clifford Chance  
Control Risks  
Fishburn Hedges  
Friends Provident  
Grayling Group  
Habitat  
Lewisham Council  
Local Government Association  
National Express Group  
National Grid  
NATS  
Nomura  
Ofsted  
Royal & Sun Alliance  
Royal Horticultural Society  
Schroders  
Slimming World  
The Bank of New York  
United Business Media  
Virgin Atlantic  
Waterstone's  
Whitbread

“The consultants at VMA Group combine good humour and personal care with sound advice and a refreshing honesty. Their communication has always been excellent and they responded promptly to all my phone calls and e-mails. They have a fantastic human touch and always treat me like a person, rather than a number. Having dealt with several other recruitment agencies in London, I can assure you that VMA Group sets the gold standard.”

Amanda

Corporate Communications Consultant

## What's in it for you?

- Take control – enjoy a better work/life balance
- Take on new challenges and work in a variety of roles and organisations
- Be part of a team without getting involved in the politics
- Enjoy better pay and more free time
- Build up a portfolio of skills and experiences in a shorter timeframe

## Why isn't everyone doing it?

- No guarantee of regular work
- Managing your own finances and time
- No sense of 'belonging'
- Not always enough time to build internal networks within an organisation

## What makes a successful Interim Manager?

When you're looking for work:

- Flexible about where, when and how you work
- Confident in selling your expertise to potential clients
- Able to cope with financial uncertainty
- Able to deal with periods of no work followed by periods of heavy workloads
- Confident at networking and marketing yourself as a business
- Recognise your capabilities – strengths AND weaknesses

When you're working:

- Committed to Interim Management as a career choice, not just a stop gap
- Over-qualified for the job
- Able to influence and communicate at every level
- Hands-on with good people, time and project management skills
- Problem solving/troubleshooting skills
- Able to operate inside the team but outside the politics
- Willing to share knowledge and coach staff.

## Financial and legal considerations

Interim Management can be lucrative, but there are practical considerations you need to look into before you start:

- Will you set up as a Limited Company or a Sole Trader?
- Do you need an accountant?
- Will IR35 legislation apply to your situation?
- How will you manage the uncertainty of your finances – do you have money put aside?
- What insurances will you need – e.g. Professional Indemnity Insurance?
- What office equipment will you need if the client wants you to work off-site?

## How can VMA Group help?

VMA Group can introduce you to companies looking for Interim Managers in a wide variety of industry sectors. We handle assignments across the spectrum of communications disciplines.

With nearly 30 years' experience in matching communications professionals with private and public sector organisations, we can offer advice on whether this is the right stage in your career to become an Interim Manager. We can also give guidance on market conditions and daily rates, and provide you with contacts to help you with the legal and financial implications of going it alone.

We know that Interim Management can be a lonely business, so we hold regular events for Interim Managers and those in permanent employment thinking about making the change.

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