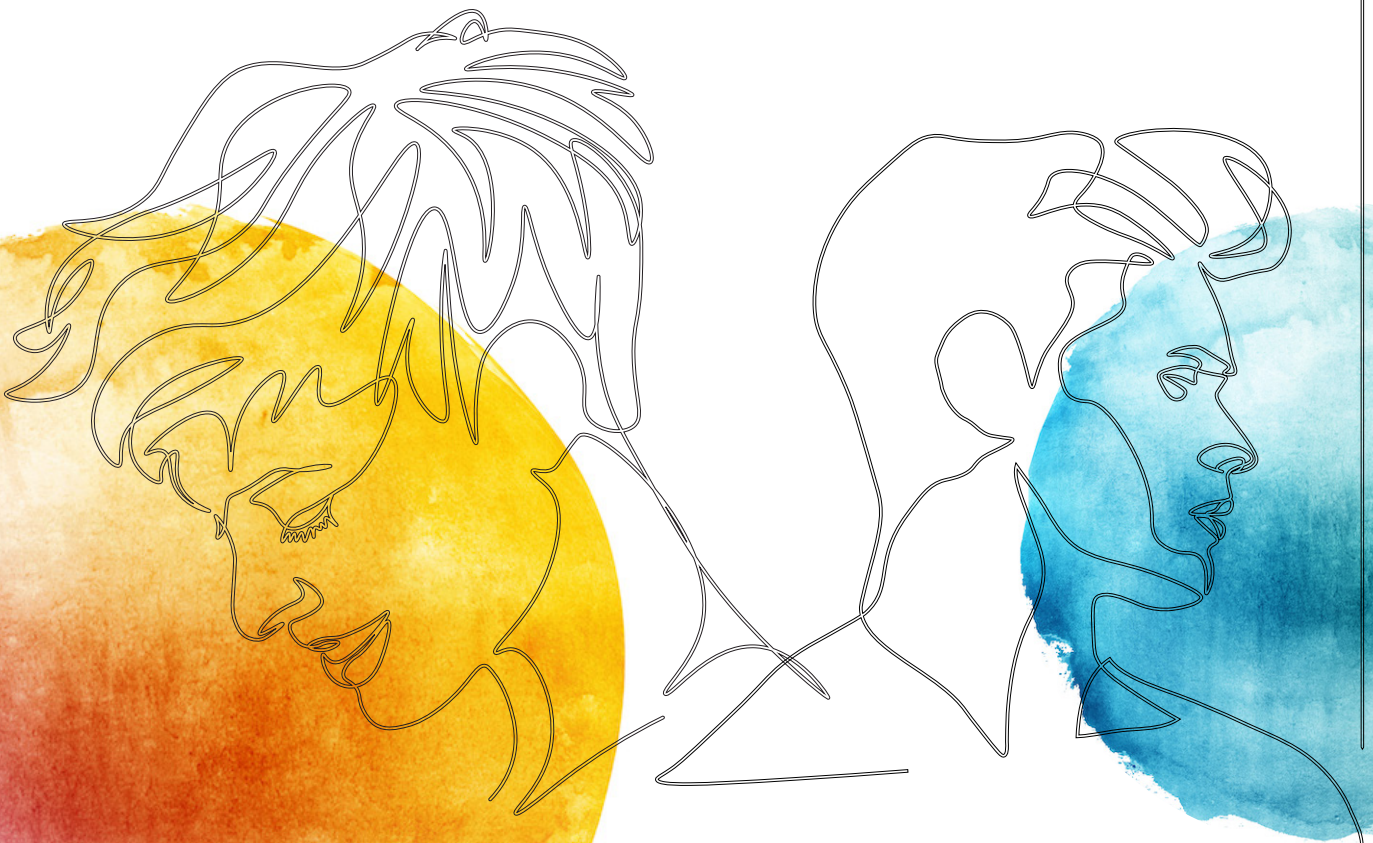YunoJuno

For Everyone

2021

Insights into the gender divide within the UK's creative & tech freelance community

Contents

for everyone

Foreword

Shib Mathew
Founder - YunoJuno
@shibmathew

When thinking about this year's For Everyone Report, one can't escape the realities of the past 12 months and the effects of COVID-19 in the way that all of us live and work. On one hand, the pandemic has up-ended a lot of business-as-usual processes and there have been many people who have seen their jobs disappear or scope reduced in order for employers to manage their own way out of this difficult time.

Conversely, the global pandemic has forced a shift in working practice such as remote working that has opened up an incredible opportunity to level the playing field in areas of diversity and inclusion. The distribution of work to better represent a broader cross section of society is long overdue.

There is still a considerable way to go and as this report shows, the disparity in some fields is more pronounced than others and is something that needs concerted effort by those in positions of influence. Why are there less female developers and where are their opportunities to rebalance this field of expertise? Where can a platform like YunoJuno make better paths to represent and facilitate a more unbiased approach to the booking process? These are just a couple of questions that our teams grapple with on a daily basis as they strive to build a more inclusive platform.

I also believe we can play a part in revealing data to help highlight where the disparity is at its strongest and possible avenues for change. This is the ambition of the For Everyone Report. A single entity may not be able to force change overnight, but I'm very proud to be able to reveal the raw data in order to play our part in driving for equality and real change.

This report would not be possible without the involvement of the YunoJuno freelancer and client community - so a very big thank you to them. Our 2021 study is also very lucky to hear from a few women who have made their mark in their professions and continue to trailblaze their way to further spheres of influence. It was an honour to interview Marieke Flament, Michelle Last and Shine Thomas and a privilege to share their thoughts on rebalancing the gender divide within the context of this study.

shib

For Everyone
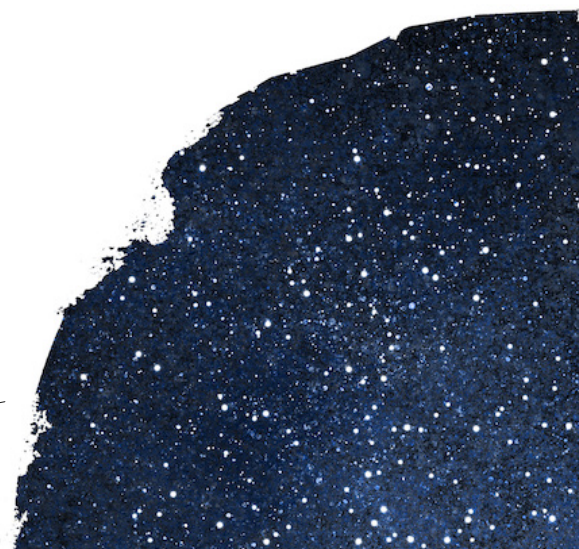
Overview

During the COVID-19 pandemic, the world has become a very different place, both in terms of work and home life. At YunoJuno we recognise that, despite all the uncertainty, it has become even more important that we do what we can to promote equality wherever we can.

In 2019, we examined how gender is represented across the freelance network in terms of contracts awarded and day rates achieved. We have revisited this now to see how the industry has progressed over the last two years.

It is, of course, difficult to disentangle any changes to the freelance landscape seen during 2020 from the impact of the COVID-19 pandemic and inevitably some disciplines will have been hit harder by the lockdowns and restrictions than others, but we have included some thoughts on this from some of our own freelancer community.

37% **of the YunoJuno community self identify as female**

4% **Across all freelance bookings, the average gap in pay in favour of men**

30/70 **split in contracts by gender in favour of men**

Average day rate split

£341 VS **£354**

female   male

for Everyone

Overview

Although the overall gender pay gap has reduced slightly in recent years, which is great news, the proportion of contracts awarded to women has not improved, and in some cases declined. A similar picture existed in 2019, prior to the pandemic, so the issue was already in evidence before COVID-19 took hold.

As previous studies have discovered, there is considerable variation by discipline, with some showing a more balanced picture than others.

In most instances, where a low proportion of bookings is given to women, this reflects the level of female freelancers working in the discipline. So the wider issue remains how to encourage more women to choose a career in those disciplines. There will inevitably be a number of factors to address, including a gender pay gap, but some freelancers have mentioned needing more senior women in their fields to give younger women the confidence in achieving similar or greater successes.

Approaching Parity
(Projects awarded to women)
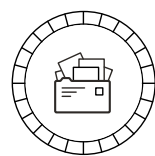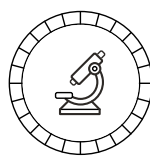
Client Service	Market Research	Strategists
47%	**47%**	**48%**

→ **1%**
pay gap in Strategy

And some things just have not changed...

Disciplines that have traditionally been male dominated, such as creative, design, development, film & motion, studio, UX, remain so, with little or no change to the balance.

This is broadly the same story as two years ago. COVID-19 may well have slowed down any positive change and has no doubt caused more "shock changes" and variability in the data during 2020, but these results do show that there is still a long way to go. However, the "new normal" (post COVID-19) surely offers plenty of scope and a greater opportunity for positive change going forward.

for Everyone

Overview

While the existence of a gender pay gap for freelancers remains an issue, the level is lower for freelancers than for full-time employees (as was seen in the previous report). According to the Office for National Statistics' Annual Survey of Hours and Earnings (ASHE), the gender pay gap in April 2020* was 7% among full-time employees (down from 9% in April 2019). Again, this varies by discipline. Interestingly, the pay gap among full-time employees aged under 40 remains close to zero, suggesting the future looks brighter.

As in previous years, the proportion of contracts being awarded to women varies massively by discipline, from a high of 71% for social media to a low of just 9% for film & motion.

These figures represent the scene in 2020, but we have gone into more detail later in the report, showing how this has changed over the last three years.
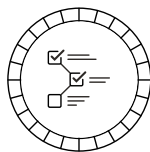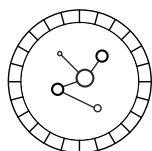
Female led sectors
(Projects awarded)

PR
74%

Project Management
57%

Social Media
71%

Female led sectors
(Pay)
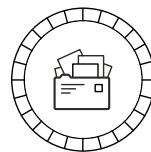
Client Service
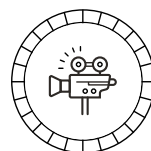# +11%

PR
+10%

Film & Motion
+4%

However, projects awarded to men over women in F&M were
9:1

* This ONS data was collected in the relatively early stages of the pandemic, whereas YunoJuno freelancer data for 2020 is based on the whole year, so encompasses the extended effects.

Source: Office for National Statistics Annual Survey of Hours and Earnings, April 2020
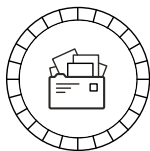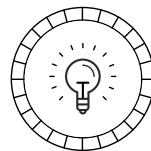
for Everyone

Overview

All Disciplines

B	Bookings
PG	Pay gap

Client Service
B	Women: 47% / Men: 53%
PG	11%

Creatives
B	Women: 33% / Men: 67%
PG	8%
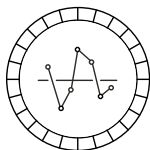
Data Specialists
B	Women: 15% / Men: 85%
PG	4%
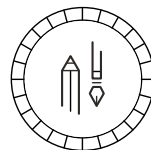
Designers
B	Women: 32% / Men: 68%
PG	8%
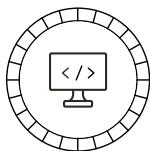
Developers
B	Women: 10% / Men: 90%
PG	21%
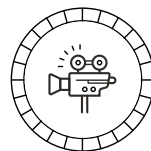
Film & Motion
B	Women: 9% / Men: 91%
PG	4%
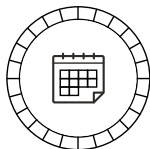
Marketing
B	Women: 44% / Men: 56%
PG	6%

Mkt Research
B	Women: 47% / Men: 53%
PG	8%

PR
B	Women: 74% / Men: 26%
PG	10%
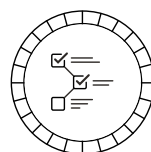
Project Mgt
B	Women: 57% / Men: 43%
PG	10%
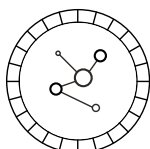
Social Media
B	Women: 71% / Men: 29%
PG	17%

Strategists
B	Women: 48% / Men: 52%
PG	1%
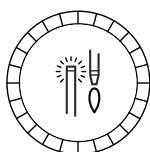
Studio
B	Women: 31% / Men: 69%
PG	13%
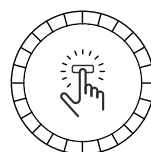
User Experience
B	Women: 29% / Men: 71%
PG	5%

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Methodology

Data:

Data has been analysed from over 20,000 freelancer bookings on the YunoJuno platform between 1 Jan 2020 and 31 Dec 2020. The data collected as part of our statutory reporting requirements, which currently only support male/female options.

Therefore this study is only based on freelancers who have self-identified as either male or female and does not contain data on non-binary or other gender non-conforming statuses.

We recognise that people self-identify outside of the traditional gender definitions. It is worth noting that the current UK census forms include more insight into gender and so the Government appears to be taking steps to reassess current definitions and identification options.

Daily Rates:

Unless stated otherwise, the average day rate across all bookings in the discipline has been used.

for Everyone

The Details

Client Service

Typical roles within the Client Service Category:
Account Director, Business Director, Account Manager, Client Services Director, Group Account Director and Senior Account Manager

While Client Service has traditionally been a female dominated discipline, 2020 saw a shift to a more equal split of contracts. It will be interesting to see whether this equality is maintained once an element of "normality" hopefully returns later in the year and into 2022.
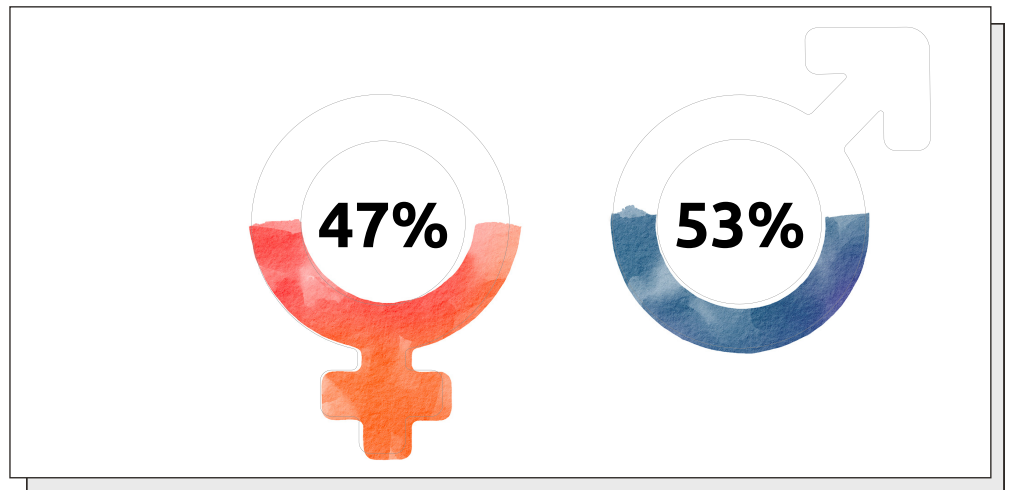
2020	Percentage of contracts won	
	47%	53%
2019	60%	40%
2018	68%	32%

for Everyone

Percentage pay gap

The gender pay gap that was significantly favouring men has reduced over the years and in 2020 women were actually paid more than men on average. This change resulted from men's average day rates reducing, rather than women's increasing, so again there is interest in seeing how this trend develops.

2018	2019	2020
32% in favour of men	13% in favour of men	11% in favour of women
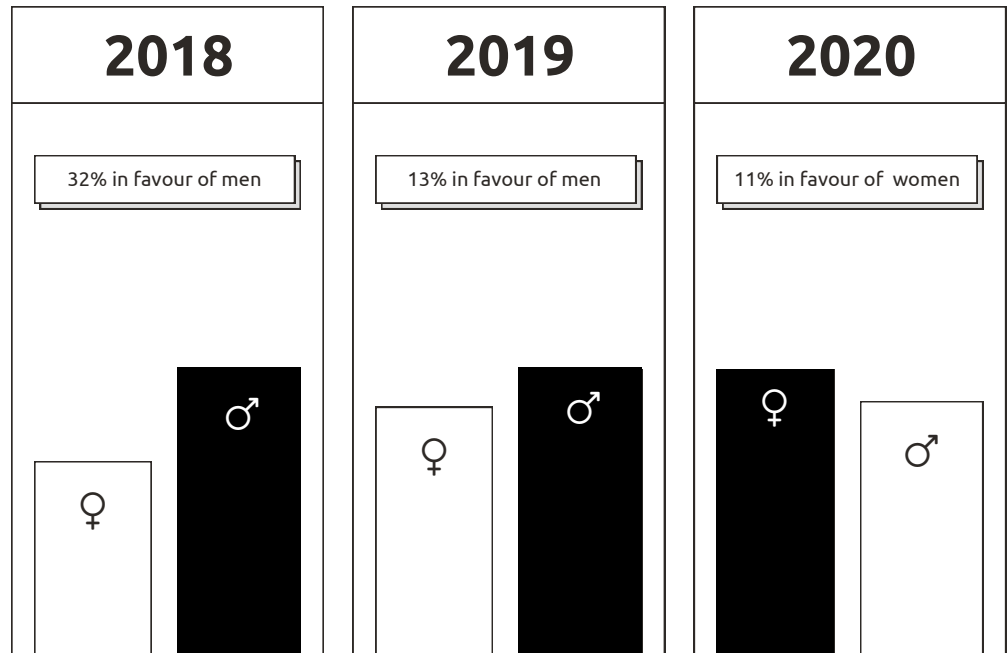
Sara White
Freelance Client Services Director
In the job: 21 years
Freelancing: 1 year

In 2020, the proportion of freelance contracts awarded to women across all disciplines was 30%. Moving forward, how do you think we could change this?

I think the freelance industry has not always been the comfortable choice for women and speaking from my own perspective mothers and key wage earners. The insecurity has proved too daunting. I think that now the world has changed - it has accelerated our view around what is risky and whether it is worth the risk to have flexibility and a sense of controlling one's own destiny.

Creatives

Typical roles within the Creative Category: Art Director, Copywriter, Creative Strategist, Associate Creative Director and Creative Director

The large disparity in contracts won within the Creative sector raises the question about how to get more female freelancers working in the field. Do more females need to be in leadership roles to encourage other females to enter the industry? Should the subject matter of the brief stop influencing the gender of the freelancer chosen for a contract?
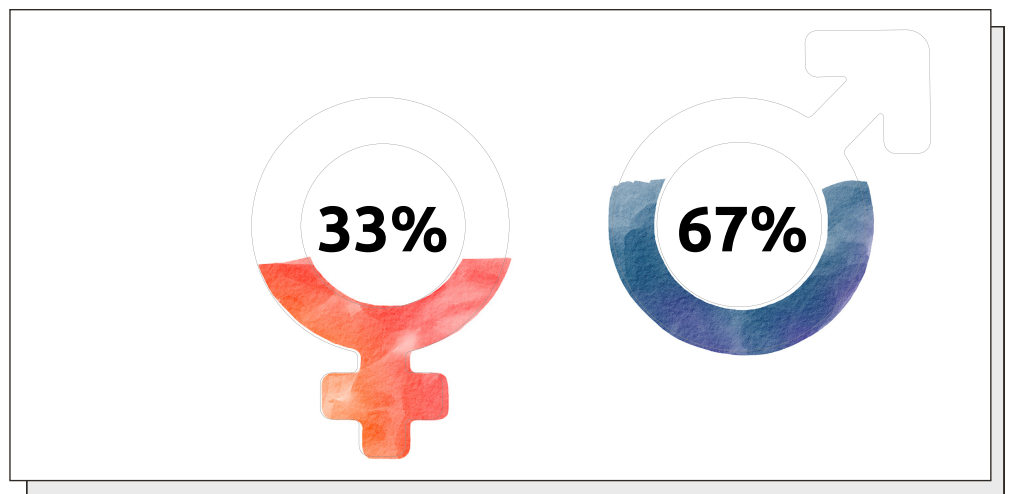
2020	Percentage of contracts won	
	33%	67%
2019	**30%**	**70%**
2018	**30%**	**70%**

for Everyone

Creatives

Percentage pay gap

The gender pay gap within the Creative discipline has been shrinking consistently over the last few years, but returned to favouring men 2020. As for some other disciplines, it is difficult to tell whether this is related to the impacts of the pandemic. On the positive side, there was a small increase in the proportion of contracts awarded to women in 2020, although there is still a long way to go to achieve equality.

2018	2019	2020
7% in favour of men	5% in favour of men	8% in favour of men
♀ ♂	♀ ♂	♀ ♂
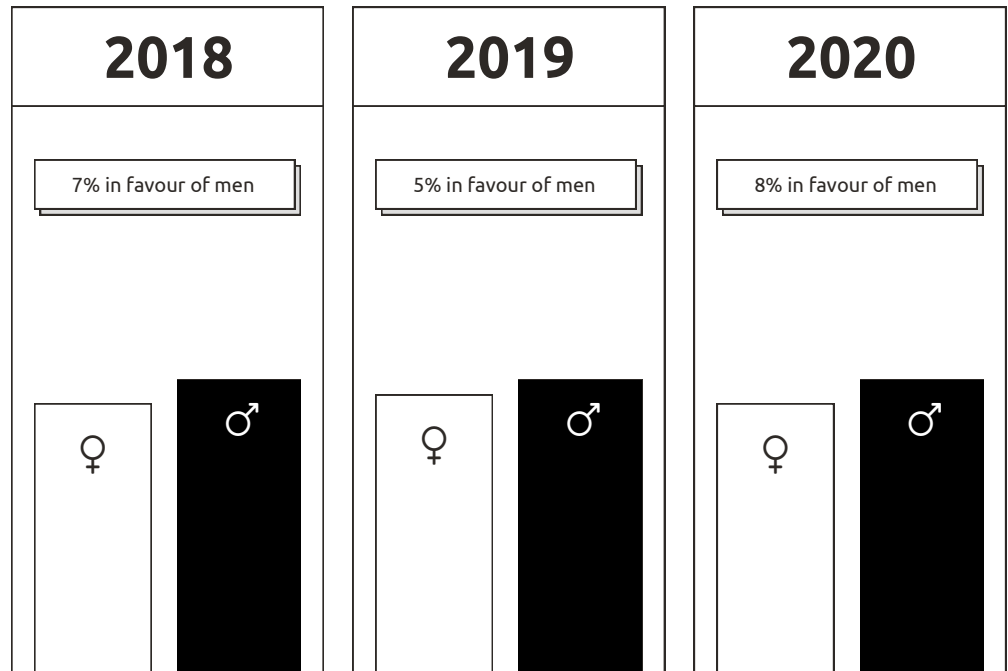
Jenny McDonald
Freelance Creative & Social Copywriter
In the job: 8 years
Freelancing: 2 years

How do you think more young female talent could be encouraged to work in creative disciplines?

Male or female, it's so hard out there in the beginning so you have to have a thick skin. I've been meeting more and more younger women who have this amazing confident attitude so hopefully we'll be welcoming some badass female creatives into the industry soon.

for Everyone

Creatives

Ruud Kool
Freelance Art Director
In the job: 10 years
Freelancing: 5 years

**Within creative, 33% of freelancers are women.
How does this match with your experience and the
environments you have worked in over the past year?**

*I think it's crazy to see how many incredibly talented women are
out there, and then to see most CDs and ECDs we work with are
male just doesn't add up.*

**How do you think more young female talent could be
encouraged to work in creative?**

*I think a good start would be closing the gender pay gap and
hiring more women in leadership roles. Also I think agencies
should stop hiring female teams for only 'female' briefs.*

for Everyone
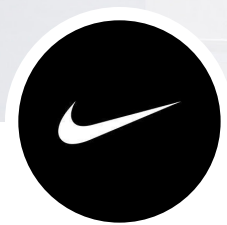
Shine Thomas

Sr Director of Talent Acquisition - Innovation, Consumer Creation @ Nike

Shine Thomas started her career as a Chartered Accountant at PwC before switching careers to Human Resources. Since her move into Talent Acquisition, she has held roles at Waggener Edstrom and Adidas North America. She now leads talent acquisition for Nike's Innovation, Consumer Creation and Insights/ Analytics departments at the company's global headquarters in Portland, Oregon. She has also been instrumental in building teams to help transform Nike into a digital brand.

Within your own career, what has been the biggest catalyst for change in the workplace?

For me, the biggest catalyst for change has been technology. The freedom, access to information and new levels of connection that technology delivers, has changed the game in terms of how work is done. Sadly, I am old enough to remember "dial-up" to now running an entire team virtually for 12 months!

There are also ways of working that have progressed significantly since I started my career – for example, freelancing is now a viable career path and not just a short term option.

In the last several years, we have also seen people use their voices to stand up against inequality and inequity. We have seen companies embrace social justice and address how systemic racism needs to be discussed, addressed and changed.

for Everyone

Shine Thomas

Do you believe there are quick wins in the equality debate?
True wins rarely come quickly. The wins that have come about, have not come quickly and more change is needed. The equality debate is about ongoing education, ongoing change, and ongoing stewardship of that change. It's also not about a quick win because it involves unravelling decades, if not a lifetime of inequality and inequity. It involves changing and re-building culture and then guarding that change fiercely.

What were some of the obstacles you faced and how were you able to overcome them?
Early in my career I realised that I was simply not passionate about the profession I had studied and trained so hard for. Whilst I was unsure of my ideal direction, I was absolutely sure that I didn't want to continue in a job I wasn't passionate about. After some serious soul searching I was able to find a path that was better aligned to my skill sets, strengths and passion.

I could have continued to be frustrated in my career and not make that shift 20 years ago, but my willingness to take a calculated risk really paid off for me. I also had great mentors and personal relationships that supported me throughout but I still had to take that first step to forge a new path. Today, I have my dream job leading an incredible team at Nike.

What advice would you give to new professionals beginning their careers?
Pursue your passion. The best place to start is by aligning your values to the possible ways you want your career to head. If you are not values driven, it's easy to feel lost or get caught up in someone else's definition of success.

Also, careers no longer grow in predictable, linear routes so be open to change and if you find your passion grows as a result, be prepared to do the work to make the most out of the new path you're on.

> *When leaders can have an honest and humble conversation about their culture, they can start paving the way for change.*

How can the question of equality be a truly inclusive one?
Leadership. The concept of equality needs to be embraced by the entire organisation but leaders have the ability to drive change, as well as holding the organisation accountable. When leaders can have an honest and humble conversation about their culture, they can start paving the way for change.

However, the topic of equality, or more importantly, equity, belongs to everyone - so educate yourself, have open and honest conversations, make changes to wherever you can in your own life and let others see the change in you.

for Everyone

Shine Thomas

How have you managed to juggle personal and professional goals?
This is always a challenge and there have been seasons where certain aspects of my personal life, such as starting a family, have taken priority over my professional career. But my ambition has always been to juggle both aspects of my life in a way that I can be proud, as well as being a great example to those around me.

Have you ever had a mentor? If so, what makes a mentor/mentee relationship work?
I have multiple mentors for different areas of my life. I have spiritual mentors, relational mentors and varied professional mentors. Every mentor I have is someone I look up to and value how they live their life and professional world. The relationship works when there is trust and honesty.

My husband taught me a concept years ago - one up, one over and one down. You should have a mentor, you should have a trusted peer and you should be mentoring someone else. I love this approach.

> "...one up, one over and one down. You should have a mentor, you should have a trusted peer and you should be mentoring someone else.

for Everyone

Data Specialists

Typical roles within the Data Category: Business Analyst, Data Scientist, BI Analyst, Insight Analyst, Data Engineer and Data Architect

Reasons for the significant drop in contracts awarded to women within the Data & Insights field is unclear. If COVID-19 had any influence, we hope this will correct itself in due course.

2020

Percentage of contracts won
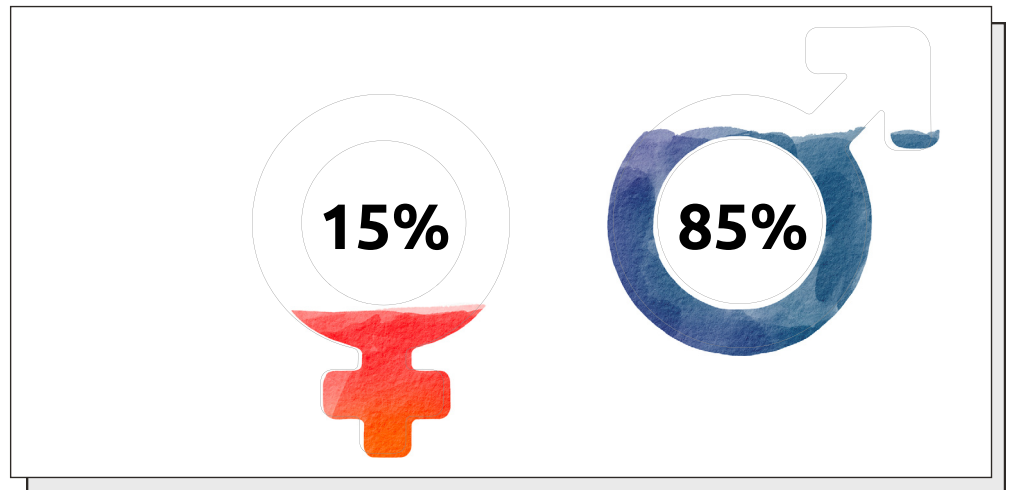
	15%	85%
2019	39%	61%
2018	41%	59%

for Everyone

Data Specialists

Percentage pay gap

In recent years the gender pay gap within the Data Science field has reduced and is broadly in line with the average across all disciplines.

2018

12% in favour of men

♀ ♂

2019

4% in favour of men

♀ ♂

2020

4% in favour of men

♀ ♂
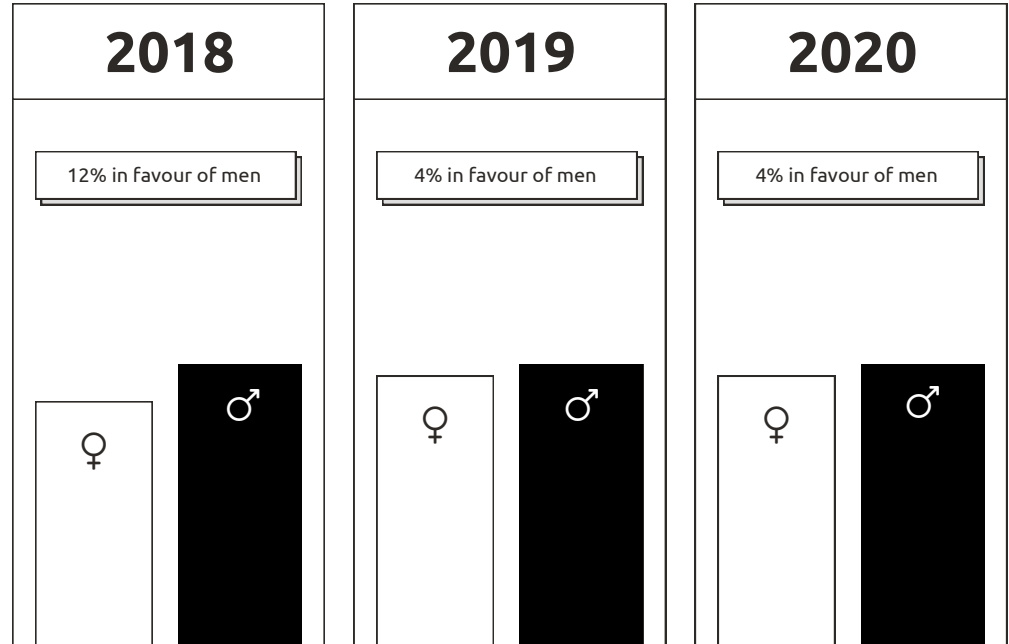
for Everyone

Designers

Typical roles within the Design Category: 3D Designer, Branding Designer, Artworker, Digital Designer, Graphic Designer, Illustrator, Presentation Designer, Storyboard Artist, UI Designer and Print Designer

Just 1 in 3 freelance design contracts are going to women, broadly reflecting the percentage of female freelancers working in the discipline. This remains a major cause for concern and clearly needs addressing. There is still a significant pay gap between men and women and eliminating this may help encourage young female design talent to work in the industry.

2020 Percentage of contracts won
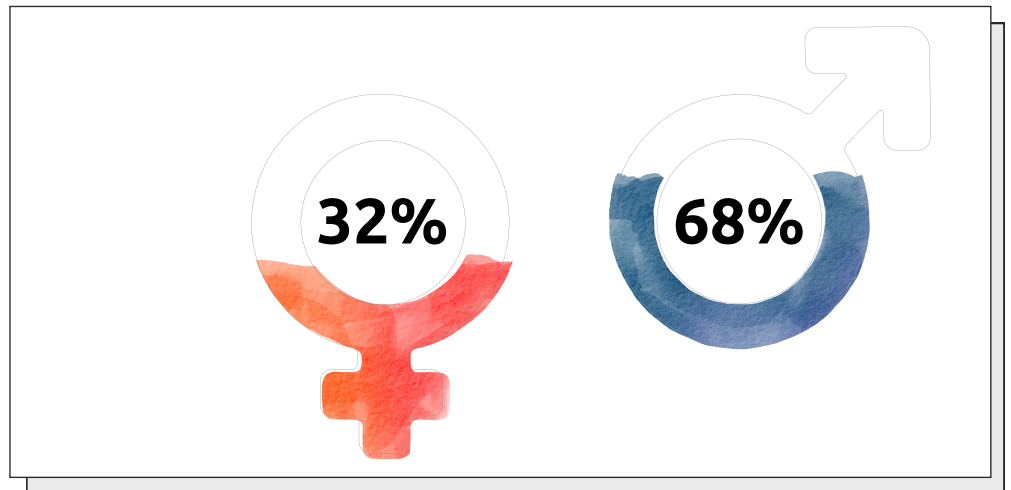
32% **68%**

2019	**32%**	**68%**
2018	**35%**	**65%**

for Everyone

Designers

Percentage pay gaps

2018	2019	2020
9% in favour of men	7% in favour of men	8% in favour of men
♀ ♂	♀ ♂	♀ ♂
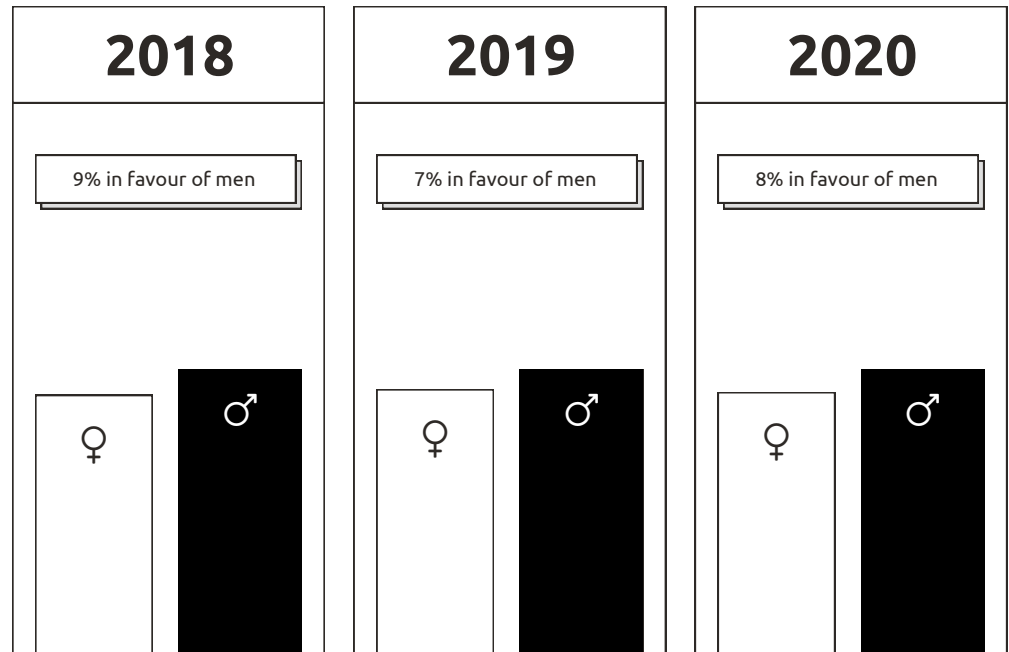
Tom Kolodotschko
Freelance Senior Generalist Designer
In the job: 13 years
Freelancing: 13 years

Why do you think the pay gap in design still exists?

As a designer, it is unfathomable as to why there is a pay gap within our industry. Pay should be based on skill and experience and very little else.

We need more women in higher positions in every part of a company structure to break the glass ceiling which still clearly exists, allowing a fairer average day rate to trickle down from the top.

How do you think more young female talent could be encouraged to work in design?

I passionately believe we need far more grads, placements and juniors in our studios. They are amazing and not seen or heard enough. They bring a fresh perspective and energy to how entire teams think and interact. It's magical watching someone grow and improve almost daily and something that benefits both the young and old talent alike!

for Everyone

Designers

Ana Nicolau
Freelance Director of Experience & Product Design
In the job: 17 years
Freelancing for: 10 years (at intervals)

Within design, 34% of freelancers are women. How does this match with your experience and the environments you have worked in over the past year?

I've noticed a slight increase of women designers at junior to senior designer level. Zero change at leadership level. It's absolutely mind-blowing how half the population on this planet are women yet when you look up to the leadership teams composition, the majority still looks pretty homogeneous– demographically speaking.

How do you think more young female talent could be encouraged to work in design?

Like everyone else at the start of their careers, they need women to look up to that looks like them. Someone they identify with, who supports them and understands their career challenges. Someone who can help them grow and give guidance, challenge them in a productive way in order to promote growth and excellence. And also teach them that celebrating victories, being proud and loud of their accomplishments is a good thing. Our industry will never be the best it can be for everyone until it focuses on talent rather than gendered prejudice. It begs the question 'What is this industry afraid of?" Confident, talented, skilful people don't feel threatened by how good someone else is, they feel inspired!

for Everyone

Developers

Typical roles within the Developer Category: Front-End Developer, Software Engineer, Web Developer, iOS Developer, Full Stack Developer, Android Developer, Creative Technologist, Email Developer, Creative Developer

For Developers, this remains a story of limited supply, with just 6% of freelancers in this discipline being female. The very low proportion of contracts awarded to women is therefore a reflection of the larger issue of limited supply.

There remains a gender pay gap, with women paid less than men on average, and this needs attention, however the main issue to be addressed continues to be how to encourage more young female talent into this male dominated discipline. There is consistent belief that attitudes towards the sector need to change, in terms of both women wanting to enter the industry and clients wanting to hire them.
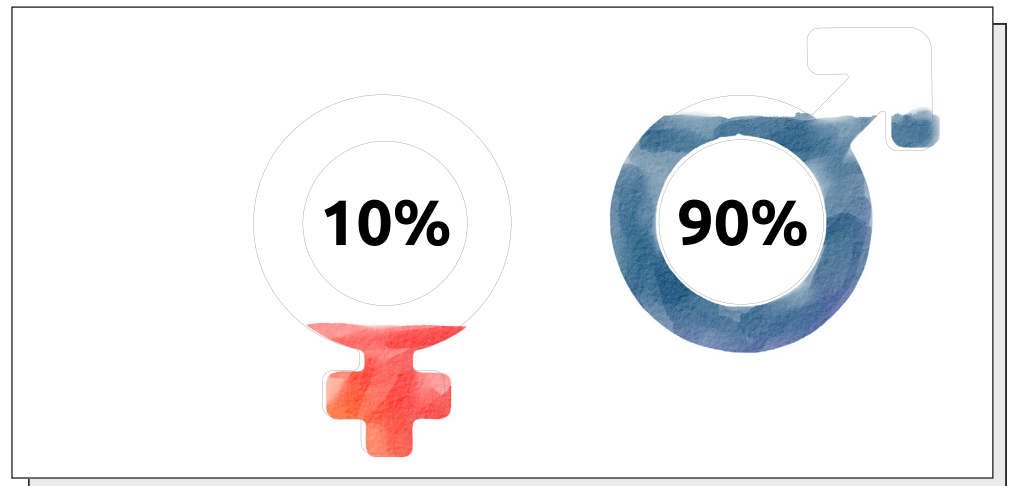
2020	Percentage of contracts won	
	10%	90%
2019	5%	95%
2018	8%	92%

for Everyone

Developers

Percentage pay gaps

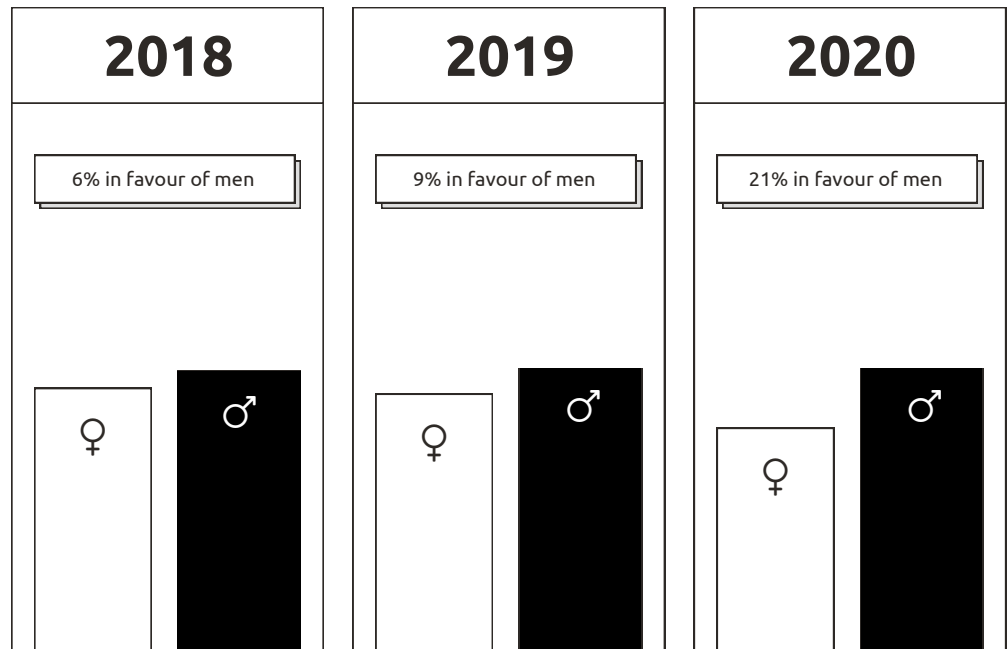| 2018	2019	2020
6% in favour of men	9% in favour of men	21% in favour of men

Rob Easthope
Freelance Senior Front-end Developer
In the job: 10 years
Freelancing: 8 years

How do you think more young female talent could be encouraged to work in this discipline?

Changing attitudes to what development actually is would be a great start via STEM campaigns targeted at girls from a young age. A note to women considering development - Please, join us! Modern development is a highly collaborative, most of all social process, requiring teams from a wide variety of disciplines.

Mary Hughes
Freelance Front-end and Email Developer
In the job: 13 years
Freelancing: 7 years

How do you think more young female talent could be encouraged to work in this discipline?

We need to prevent it being portrayed as a masculine role and share stories about the highly successful women in our industry. Girls need to see people like themselves to help reinforce the interest and it possibly being a career for them. Encouraging girls to study STEM subjects could help lead them all to have great careers in the development industries.

for everyone

Marieke Flament

CEO @ Mettle

Marieke is a French-born computer engineer who has worked across the globe in a diverse range of companies that include Boston Consulting Group, Expedia's Hotels.com and Circle, one of the world's largest crypto companies.

Marieke is now the CEO of Mettle, a unique fintech proposition as the app-based business account for small businesses, backed by NatWest. She is passionate about exploring the ways in which technology can be used to change people's lives and is an advocate for diversity and inclusion in finance and technology. Marieke was recognised in the Women in FinTech Powerlist for 2019 and frequently provides media commentary on technology and the future of finance.

Have you seen a progression for better equality in the workplace?
When I was studying Computer Science, women made up 10% of the faculty. Unfortunately, I don't think that number has changed much, and I believe there is still a lot of stigma and biases that we still need to break: for example, skills like coding are not just for boys.

If we want to build better products that are inclusive, and for everybody, then we need diversity and inclusion in the teams that are building these products. Otherwise unconscious biases are built-in, and the output won't reflect the society they should serve.

Closer to home, today Mettle is 22% women. It's slightly better than the FinTech average of 15% but for me this isn't good enough, we still have work to do.

for Everyone

Marieke Flament

mettle.

How do we overcome these biases?

The first part for me is realising that we all have them. So step one starts with awareness. Biases are mental shortcuts so that your brain can go faster and process an ever-increasing amount of information, but that means that you might take shortcuts such as "oh, that person is like me so they will understand what I'm looking to achieve".

I think the Black Lives Matter movement, especially through COVID, was so important because it made the conversation not only thrive but also mandatory. I found that a very empowering moment because we had employees speaking out and feeling comfortable about doing that. And that helped raise awareness of our biases.

What's the next step after awareness for you? How does an anti-bias agenda play out?

It plays the biggest role in recruiting for me. When you recruit someone, it's easy to recruit someone that is like you. So, I do my best to champion finding people who complement each other, and cover blind spots we might have, rather than people who look and feel the same.

What drives you and what you stand for?

The fundamental thing that drives me is that life is very short. For most of us, what we choose to do in life is up to us. So I always ask myself if what I'm doing is worthy of that decision. As I get older, my sense of purpose and doing something meaningful is getting stronger. And for me, this translates down to the team I lead - do we collectively work for a purpose, and are we helping to shape the world in a better way?

> *My job as a leader is to facilitate conversations and help those perspectives come together.*

How influential has exposing yourself to new cultures and adapting to new surroundings been in your career?

It's probably the thing that influences me the most. It goes all the way back to my childhood. My parents moved countries regularly so uprooting myself and being forced to meet new people and make friends quickly has been a very formative part of my life. This gave me an opportunity to constantly reinvent myself as well as appreciate that we all have our individual perspective on the world we live in.

So today the way I think within a company is influenced by that perspective. A finance director will have a different perspective on a problem from that of a product manager, who in turn might have a different perspective to a designer. My job as a leader is to facilitate conversations and help those perspectives come together.

I also place a high priority on being curious in order to stay relevant. The world continues to evolve so I feel I must continually look for opportunities to evolve with it.

for Everyone

Marieke Flament

mettle.

How have you managed to juggle personal goals alongside professional ones?

One of the positive effects of COVID is that I've been able to spend more time with my son - I've seen live his first steps, and I'm not sure that would have happened if we were not in lockdown. I'm lucky to have a partner who is also an entrepreneur and we both have a lot of empathy for what we both do so we try our best to split responsibilities at home and with our young family in a 50/50 way.

But I also know that for a lot of people it's not truly a 50/50 split and remote working can democratise opportunities at a larger scale. As a leader, I need to understand when that is not the case for a team member and act accordingly.

Another area that helps me a great deal is sports. It has always been a big part of my life, especially basketball - both from a physical fitness perspective but also mental fitness through the concept of coaching. I have for many years had a coach who helps me solve problems and see things from a different perspective. I think it's a myth that you have to accomplish great things on your own.

If we want to build better products that are inclusive, and for everybody, then we need diversity and inclusion in the teams that are building these products.

Have you ever had a mentor? If so, what makes a mentor/mentee relationship work?

The first thing I will say is that I believe a mentor is different from a coach. For me, a mentor is someone from your industry or profession, that is more senior to you, that can help you navigate your environment. A coach for me is someone who is more external to your profession, who can provide a completely different perspective as well as varied ways to approach a situation. I've had several mentors throughout my career, who have played a key role in my development. And today I do mentor a lot of people.

I also believe that within a mentor/mentee relationship, both parties can bring something to the table. A mentor can learn a lot about a mentee's problem that can help widen their own understanding of the issues younger professionals face.

I would encourage young professionals to not restrict themselves to finding a mentor of the same gender. Choosing a mentor of a different gender is a great opportunity to widen your perspective on an environment, problem or goal.

Finally, if your relationship with a mentor or coach doesn't work, change it!

for Everyone

Film & Motion

Typical roles within the Film & Motion Category: 3D Designer, Motion Graphics, Videography, Animation and Video Editing

Film & Motion has done a good job of reducing the gender pay gap, in fact in 2020 women were actually paid 4% more, on average, than men. However, the worrying finding here is the very low proportion of contracts being awarded to women (this is broadly a function of the limited pool of female freelancers in the field). This was seen to be shrinking in the previous report and it is of great concern that this decline has continued.

The extent of the drop in bookings in 2020 may in part be a function of the COVID-19 pandemic, it may in part be a result of women having longer average booking lengths than men last year, however it does not change the negative overall picture.

As in other male-dominated disciplines, to foster greater gender equality, film & motion needs to find a way of encouraging more females into the field.
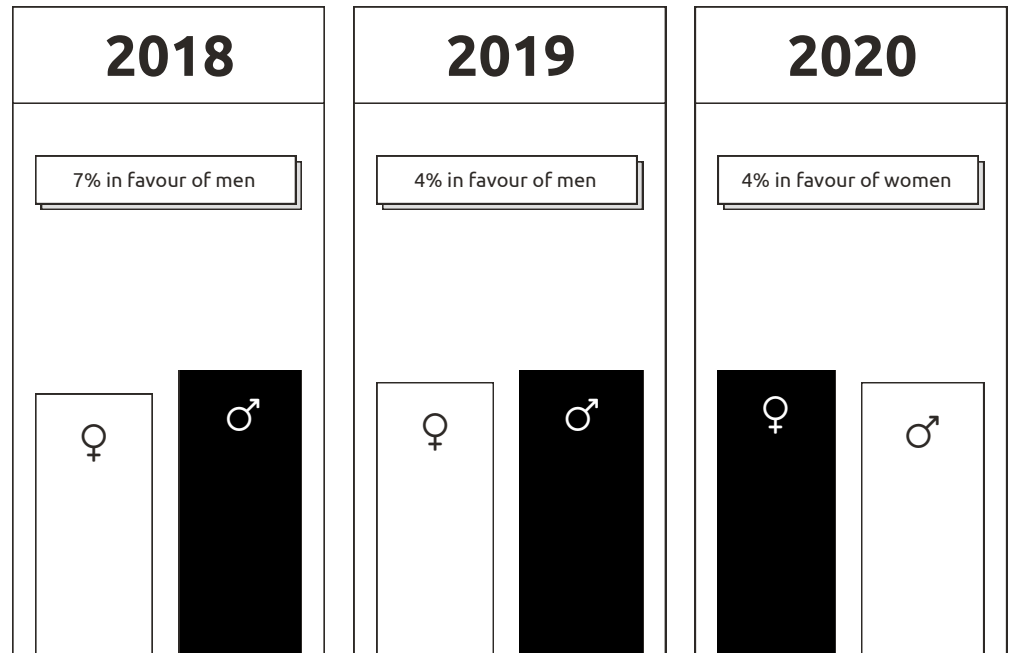
2020	Percentage of contracts won

9% 91%
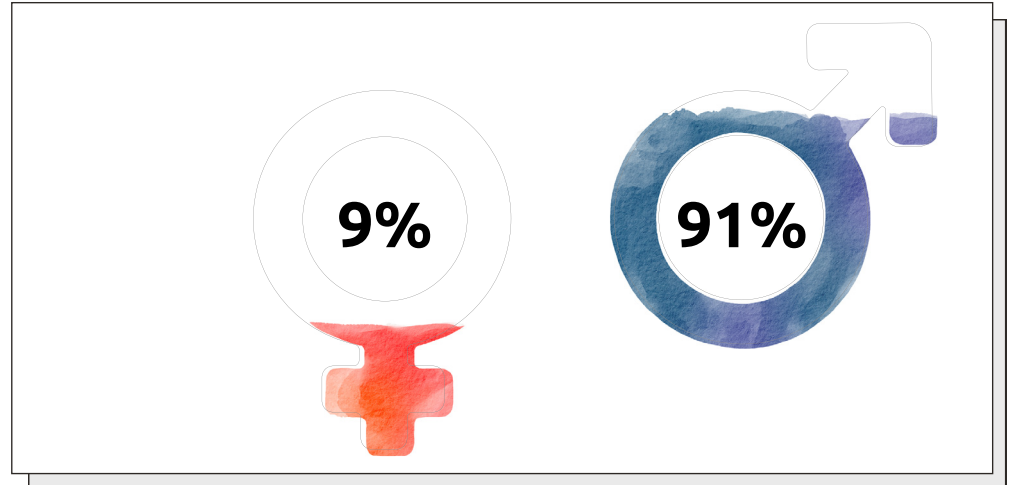
2019	17%	83%
2018	22%	78%

for everyone

Film & Motion

Percentage pay gaps

2018	2019	2020
7% in favour of men	4% in favour of men	4% in favour of women
♀ ♂	♀ ♂	♀ ♂

Natalie Hobbons
Freelance Senior Motion Designer
In the job: 8 years
Freelancing: 2 years

With only 17% of freelancers working in film & motion being female, how do you think more young female talent could be encouraged to work in film & motion?

I think role models are one part to play in it.
Somewhere along the way, I went from being an illustration student amongst a sea of women, to being a motion designer sitting in a studio amongst all men.

For me, it was a gradual and natural transition from illustration and design into animation, and therefore into production. However, if I had stereotyped this video production work as 'male', I may indeed have been put off. In the early days of my career, it was just me and another female responsible for the video work… so I didn't think anything of it for quite a while.
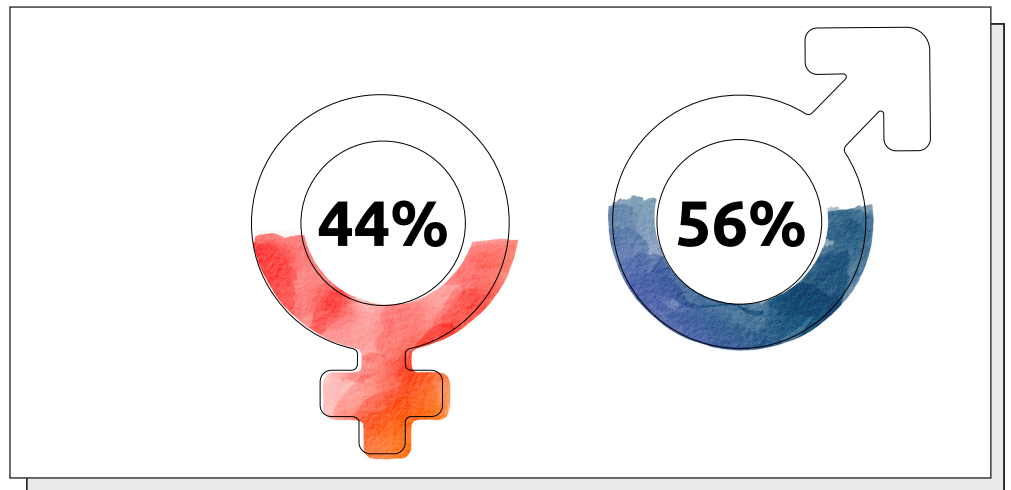
for Everyone

Marketing

Typical roles within the Marketing Category: Digital Marketing Consultant, Digital Marketing Specialist, Marketing Consultant, Paid Specialist, SEO Specialist, Senior Marketing Consultant and Performance Marketing Specialist

Marketing is a discipline that is relatively balanced in terms of who is awarded contracts, although this has slightly decreased over the past two years.

2020	Percentage of contracts won	

2019	**46%**	**54%**

2018	**59%**	**41%**

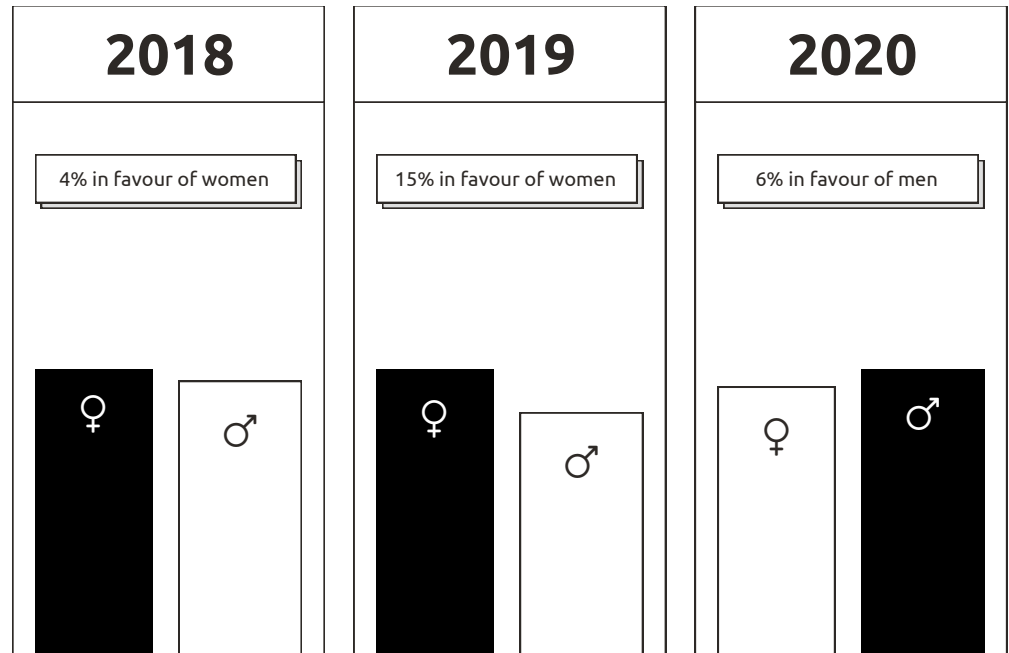*for Everyone*

Percentage pay gaps

In previous years, marketing had a pay gap that favoured women, but this changed in 2020 to favour men. The reason for this change is unclear, but it may just be a function of reduced numbers of contracts due to the pandemic. It will be interesting to monitor this to see if the balance shifts back to women as we return to more normal times.

Marketing

2018

4% in favour of women

♀   ♂

2019

15% in favour of women

♀   ♂

2020

6% in favour of men

♀   ♂

for Everyone

Market Research

Typical roles within the Research Category: Insights Analyst, Market Research Analyst, Market Research Interviewer, Marketing Data Analyst, Product Research Analyst and Qualitative Research Assistant

Market Research is a discipline that has traditionally been dominated by women, with females filling a significant majority of freelance contracts. The level of women at senior grades shown in the Market Research Society survey* findings is something for other disciplines to aspire to - this can only help encourage more women to enter the field.
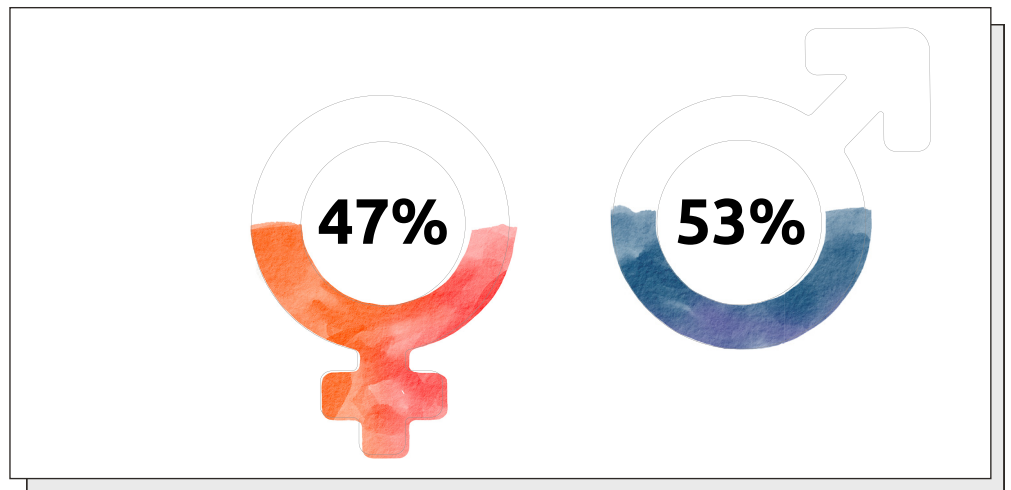
2020	Percentage of contracts won	
	47%	53%
2019	**66%**	**34%**
2018	**74%**	**26%**

* According to a report from the Market Research Society (MRS) in 2018, women accounted for 59% of those employed full-time in the market research sector. This figure was 49% at senior management grades, indicating a better performance for women at senior management level than other creative or marketing services sectors.
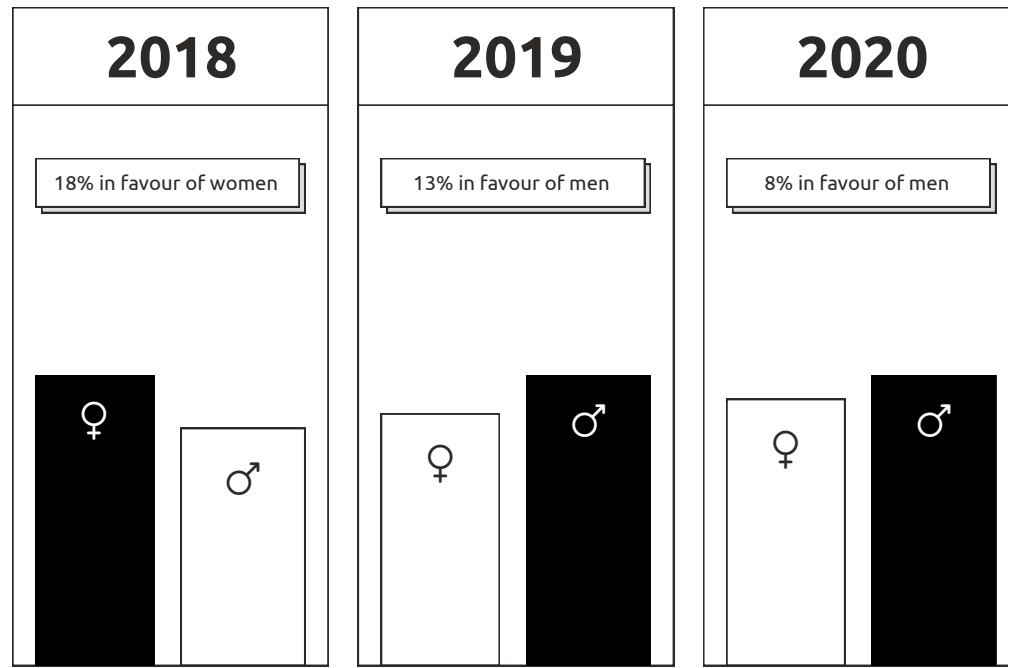
for everyone

Percentage pay gaps

The gender pay gap for market research freelancers has also changed significantly over the years, with average day rates favouring women in 2018, but shifting in favour of men in 2019 and 2020.

2018
18% in favour of women

♀ ♂

2019
13% in favour of men

♀ ♂

2020
8% in favour of men

♀ ♂

Jo Curran
Freelance Market Researcher
In the job: 30 years
Freelancing: 11 years

How does the freelance landscape within market research match with your experience and the environments you have worked in over the past year?

This definitely ties in with my experience of working in market research. During my time at a large market research agency, I was part of an all female team for a while and the majority of the teams I worked in over the years were headed up by women. So you definitely get the opportunities to progress as a woman in market research.

Also, in my experience, the vast majority of market research fieldwork interviewers always tended to be female (particularly in quantitative research) and while a lot of fieldwork has gone online in recent years, I'd be surprised if that ever changed.

Market Research

for Everyone

PR

Typical roles within the PR Category: Brand Ambassador, Content Manager, Content Strategist, Editor, Executive Assistant, Event Manager, PR Manager, PR Director, PR Specialist and Relationship Manager

PR is a discipline that is consistently dominated by females, with women winning over 70% of freelance contracts over the last three years.

So, unlike many other disciplines, this is an area that requires effort to bring in more young male talent to move towards greater equality.
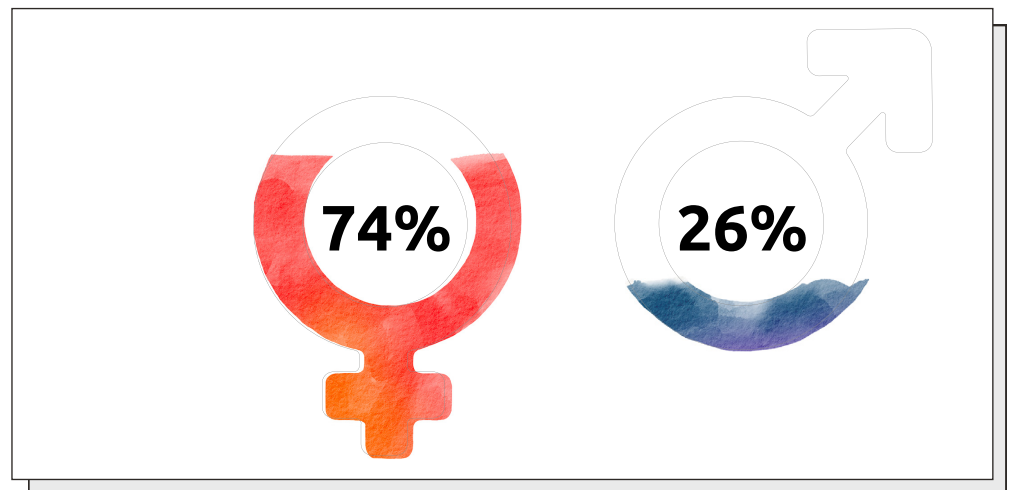
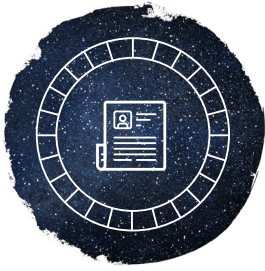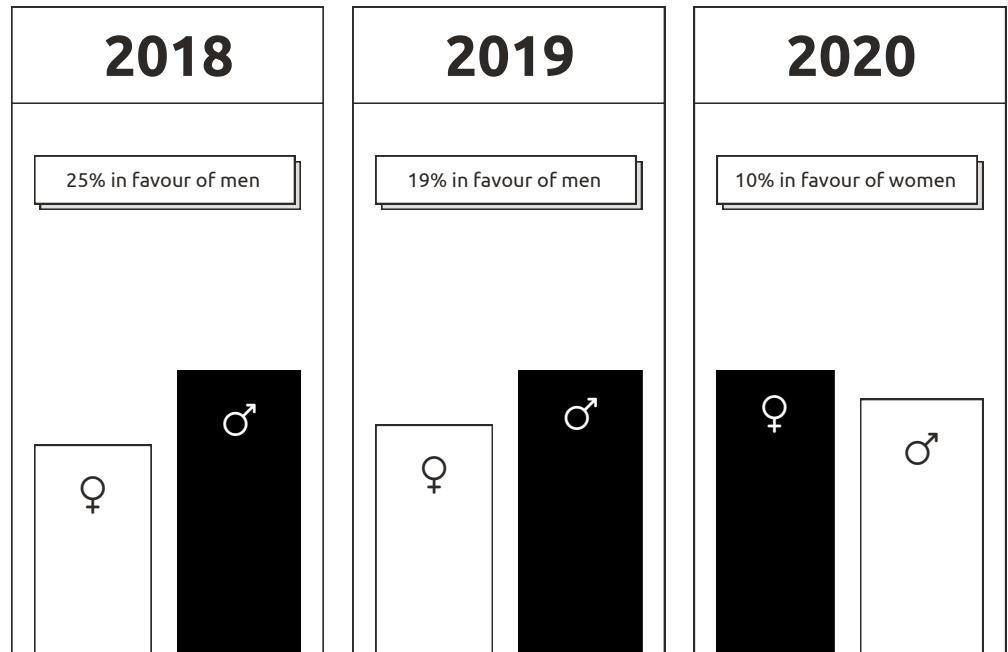| 2020	Percentage of contracts won	
	74%	26%
2019	79%	21%
2018	74%	26%

for Everyone

Percentage pay gaps

The pay gap has fluctuated. In 2018 it was significantly in favour of men, reducing slightly in 2019. However, in 2020, it shifted in favour of women, with them earning more on average than men.

2018

25% in favour of men

♀ ♂

2019

19% in favour of men

♀ ♂

2020

10% in favour of women

♀ ♂

PR

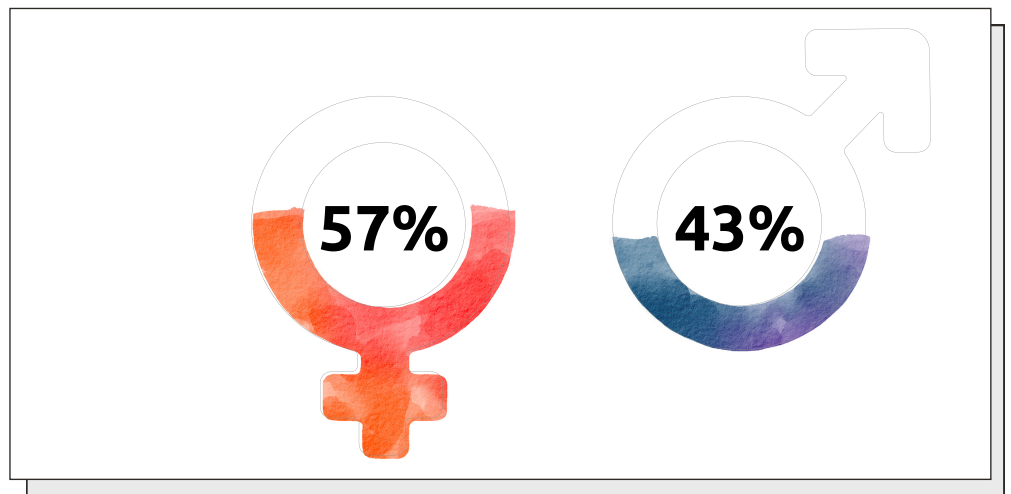for Everyone

Project Managers

Typical roles within the Project Management Category: Producer, Programme Manager, Project Manager, Traffic Manager, Product Manager, Project Director and Resource Manager

Despite the gender pay gap, which opened up again in 2020, project management is a discipline where women win more contracts than men, reflecting the split of freelancers working in this field.

2020	Percentage of contracts won	
	57%	**43%**
2019	57%	43%
2018	61%	39%

for Everyone

Project Managers

Percentage pay gaps

2018	2019	2020
8% in favour of men	3% in favour of men	10% in favour of men
♀ ♂	♀ ♂	♀ ♂
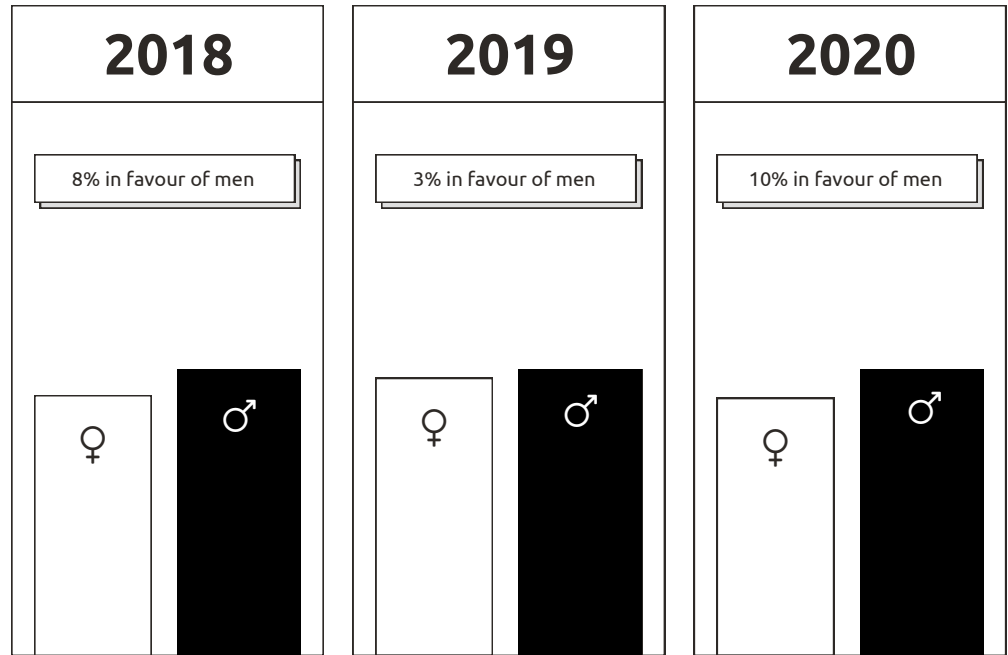
for Everyone

Michelle Last

Partner @ Keystone Law

Michelle is a skilled and highly-ranked partner who specialises in employment law and employment litigation at Keystone Law. She has worked on numerous reported and high profile cases. A regular contributor to the press and legal journals, Michelle has been published in The Times, Financial Times, Employment Law Journal, CIPD and The Lawyer, as well as being featured on BBC Radio.

When thinking about gender equality in the workplace, what have you seen as the biggest catalysts of change in this area from when you started your career?

I believe the biggest change that has helped the discussion around equality in recent years has been the #MeToo movement. The movement's dramatic rise and impact, as opposed to a more gradual shift in behaviour, has helped drive change quicker in many professions. People are more conscious of how they act around others because of the real consequences that exist today. This was sadly lacking in the past.

Do you believe there are quick wins in the equality debate?

One clear change to make is to have CVs without names. I see this as a growing mandate for many companies as they look to have a more inclusive approach to hiring. By taking names off CVs, it automatically removes a potential avenue for prejudice and bias - and not just for gender but for minority groups as well.

for Everyone

Michelle Last

What were some of the obstacles you faced and how were you able to overcome them?

I think the key to overcoming a lot of obstacles, in a professional sense, is taking real control of your career and finding a place that fits with you.

The fantastic thing about being at Keystone Law, and it's quite akin to being a freelancer, is that if you are good at something, you can back yourself, because you're not held back by the people in the corporate organisation you're a part of. I'm able to create my own destiny and it's the quality of the work that I do that has the ultimate control on my success.

Since I found a place in which I could thrive, I've seen my career go from strength to strength. Those things would not have happened, or at least not nearly as quickly, had I not taken control of my own career.

What advice would you give to new professionals beginning their careers?

Treat people like you want to be treated. My personal mantra is "get what you give" and because of this, I've been able to rise above a lot of obstacles that have stood in the way of how I want to live my life and further my career.

This philosophy has also helped me in building my own network right from the very beginning to the present day, as the people who I'm connected with and have crossed paths with can attest to how I operate and have supported me along the way. Your network has a huge impact on your career. So build it with strong foundations.

Get what you give.

How have you juggled personal goals alongside professional ones?

I think it's important to have a long-term mindset. Some decisions may look attractive in the moment, especially if you are in a difficult position within your current role, but think about the longer-term.

In my experience, women in particular often look to make drastic changes in response to life events or difficulties at work, without necessarily thinking long term. A classic situation being where a woman has a baby and decides to stay at home. A critical piece of advice I once received was from a friend who was on maternity leave and looking to return to work as quickly as possible. Even though childcare was more expensive than what she was going to earn by returning to work, her rationale was focused on the longer-term vision of maintaining her career, or to simply have options after her children went off to school. Having followed this advice and now my children are older, I am reaping the benefits of having juggled my personal and professional life in those early years and my children are reaping the benefits of having a happier and more fulfilled parent and role model.

for Everyone

Michelle Last

What makes a great mentor?
I have had various mentors along the way, depending on where I was at in my life and career.

I feel very privileged to be a mentor to a few people. For me, it's about listening to them and finding out about what's going on in that individual's life, and then my wisdom is about helping them reflect on matters with a long-term mindset and see perspectives they might not have otherwise thought about.

When looking for a mentor I think you need to see a bit of yourself in your mentor and see some similarities between what they have achieved and where your own aspirations are. Critically, you have to be able to resonate with *how* that person achieved those successes.

KEYSTONE LAW

> *I'm able to create my own destiny and it's the quality of the work that I do that has the ultimate control on my success.*
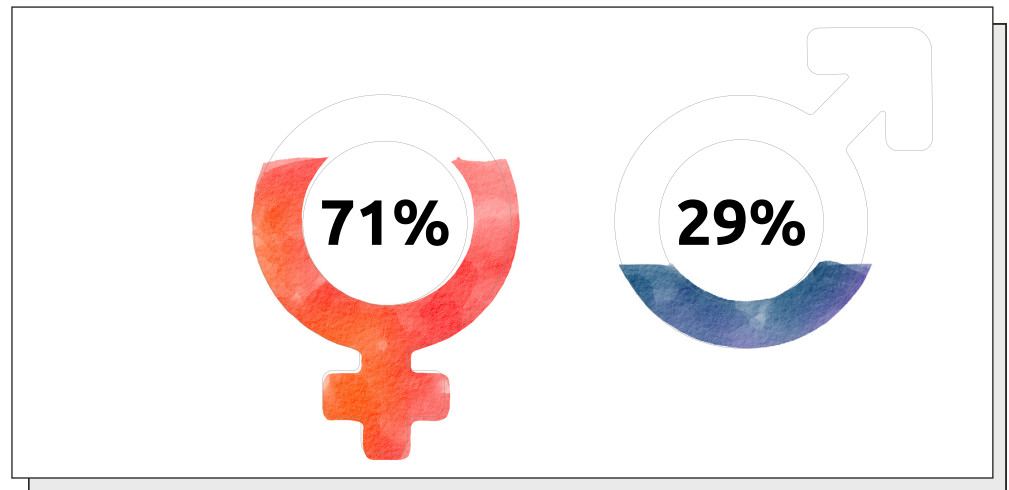
for Everyone

Social Media

Typical roles within the Social Media Category:
Community Manager, Content Writer, Social Media Manager, Content Strategist and Social Media Analyst

Social Media is a discipline that is consistently dominated by women, with them winning over 70% of freelance contracts over the last two years (even higher than in previous years).

So, unlike other disciplines, this is an area where strides need to be taken to bring in more young male talent to move towards greater equality.

2020

Percentage of contracts won

71%   **29%**

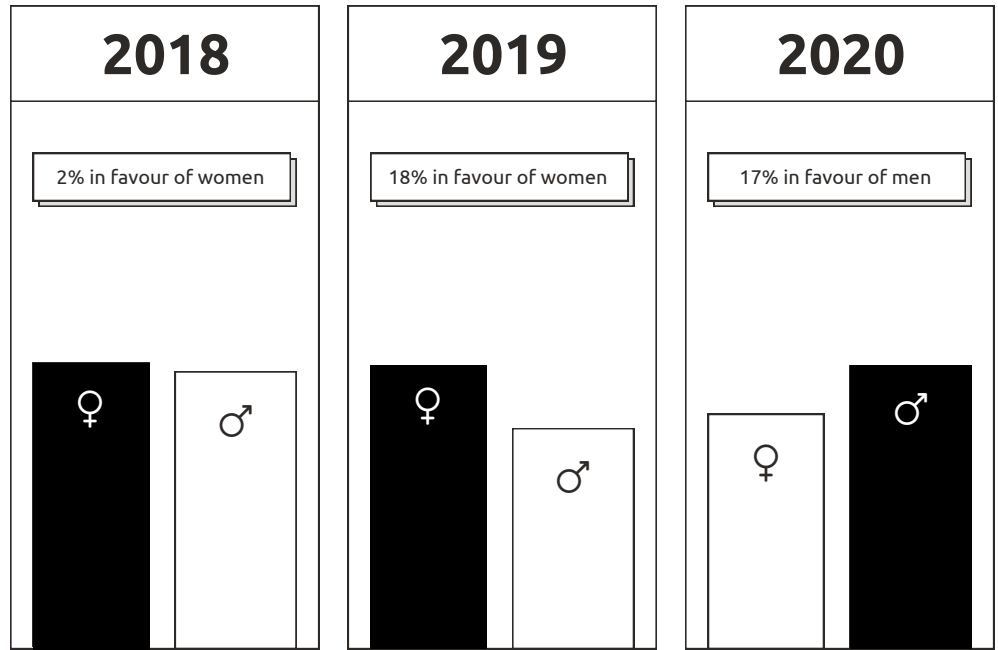| 2019	72%	28%
2018	64%	36%

for Everyone

Social Media

Percentage pay gaps

The pay gap has fluctuated. In 2018 it was minimal, but in 2019, it shifted in favour of women earning significantly more than men, then in 2020 this flipped in favour of men.

2018	2019	2020
2% in favour of women	18% in favour of women	17% in favour of men

Elizabeth Puddicombe
Freelance Social Media and Content Marketer
In the job: 9 years
Freelancing for: 3 years

In 2020, the proportion of freelance contracts awarded to women across all disciplines was 30%. Moving forward, how do you think we could change this?

Amplify more female freelancers. YunoJuno is a great platform and I'd like to hope it gives everyone a fair chance but share these stats, make that clear to the employers. Share the gaps to fill them.

The freelance landscape for social media is consistently dominated by women. How does this match with your experience and the environments you have worked in over the past year?

I've personally seen more women in social media but more men in managerial, C Suite positions, and decision making positions. Though more women like myself were being awarded contracts, there is still a huge gap with men being the final decision maker.
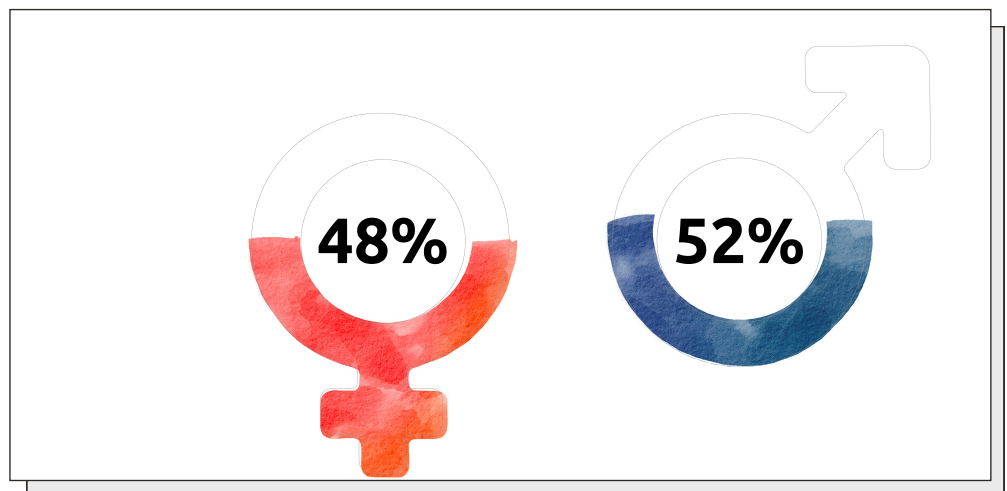
for Everyone

Strategists

Typical roles within the Strategy Category: Brand Strategist, Content Strategist, Business Analyst, Planner and Creative Strategist

Strategy is a great example of equality, with a roughly 50/50 split of contracts over the last three years and very similar levels of pay for males and females.

We need to understand what other disciplines can learn from Strategy to help reach greater equality themselves.
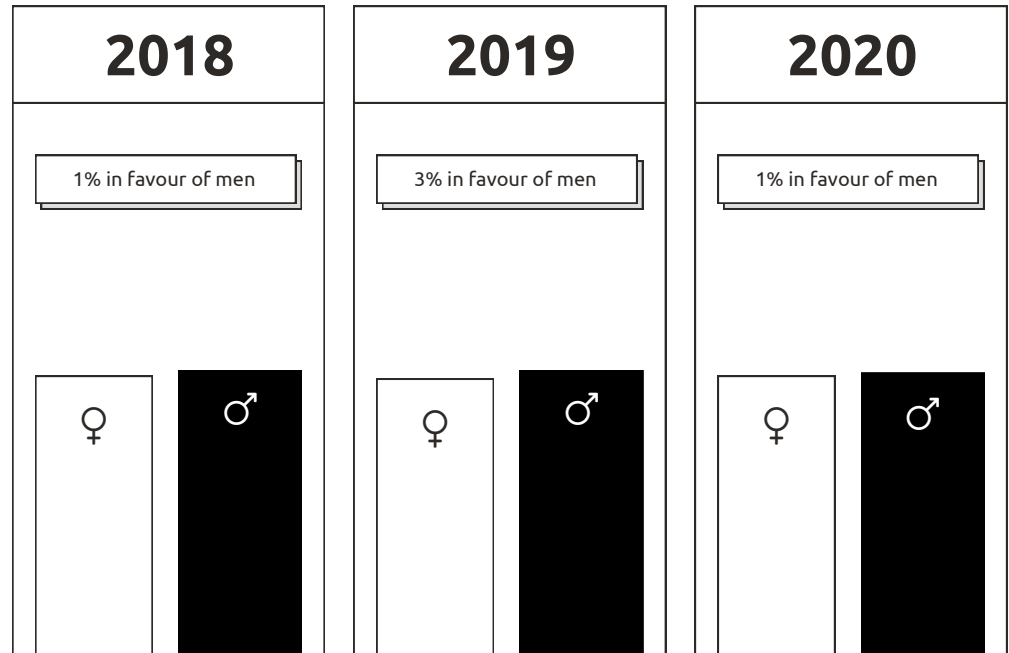
2020	Percentage of contracts won	
	48%	52%
2019	47%	53%
2018	47%	53%

for everyone

Strategists

Percentage pay gaps

2018	2019	2020
1% in favour of men	3% in favour of men	1% in favour of men
♀ ♂	♀ ♂	♀ ♂

Lydia Taylor
Freelance Senior Strategist
In the job: 8 years
Freelancing: 1 year

Strategy is a great example of a discipline showing gender equality, both in terms of who contracts are awarded to and how much people are paid. What do you think other disciplines could learn from strategy to encourage greater gender equality?

Whilst junior teams or junior design roles may be scattered with women, when it gets to the higher levels they disappear. For creativity this is a giant loss. Diversity of people is crucial for diversity of ideas.

In 2020, the proportion of freelance contracts awarded to women across all disciplines was 30%. Moving forward, how do you think we could change this?

I believe we need to focus on equality of opportunity. This means guiding women to go above and beyond in ways which their male counterparts may not need to. It is not fair, but it is a route to a solution. It means helping women to market their skills effectively, transparency on what pay they should demand and building opportunities for women's voices to be heard in industry press.
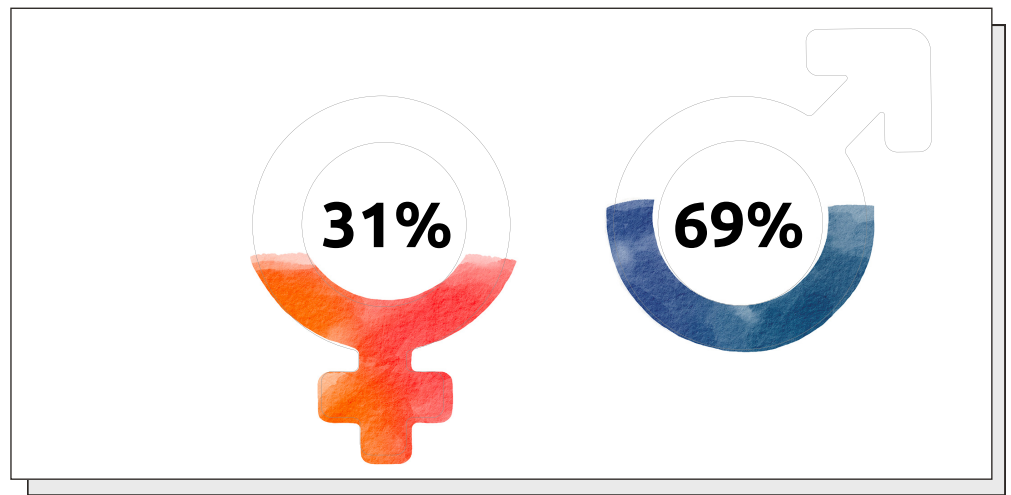
for everyone

Studio

Typical roles within the Studio Category: Artworker and Retoucher

Studio is another discipline where the proportion of female freelancers and therefore the percentage of contracts awarded to them is low, with only around one-third of contracts won by women in 2020.

| 2020	Percentage of contracts won	
	31%	69%
2019	35%	65%
2018	21%	79%

for Everyone

Percentage pay gaps

In recent years the gender pay gap was broadly in line with the average across all disciplines, although this increased in 2020. However, addressing this underlying pay gap may help encourage females to work in the discipline.

Studio

2018	2019	2020
5% in favour of men	6% in favour of men	13% in favour of men
♀ ♂	♀ ♂	♀ ♂
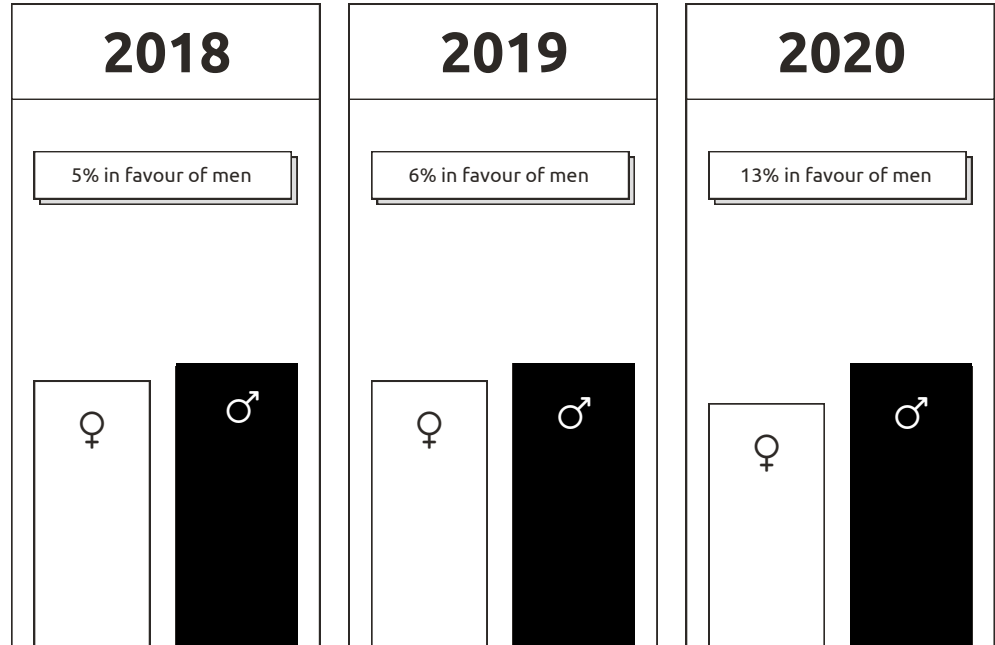
Miles Frith
Freelance Senior Retoucher, 3D visualiser and Artworker
In the job: 21 years
Freelancing: 11 years

A gender pay gap also opened up in 2020, with females paid 13% less on average than males for studio contracts. How do you think we could change this?

I really don't know why the gender pay gap still exists, it's disappointing that it does and it shouldn't. Clients will always be mindful of budget so as the freelancer, regardless of gender, you should know your worth and charge accordingly.
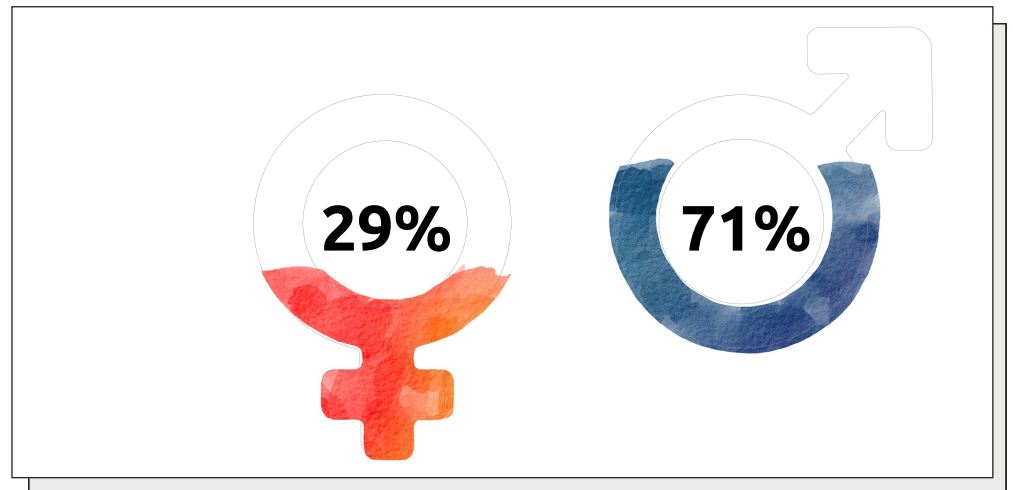
for Everyone

User Experience

Typical roles within the User Experience Category:
Information Architect, UI Designer, UX Designer, Service Designer, UX Architect and UX Researcher

The User Experience field needs to progress significantly in terms of the proportion of contracts awarded to women; this is still hovering around the one-third mark, although this does reflect the proportion of female UX freelancers on the YunoJuno platform. To improve the balance, more women need to be encouraged to work in UX and it has been suggested that having more women working in senior positions would aid this as it would inspire others to try to follow the same career path.
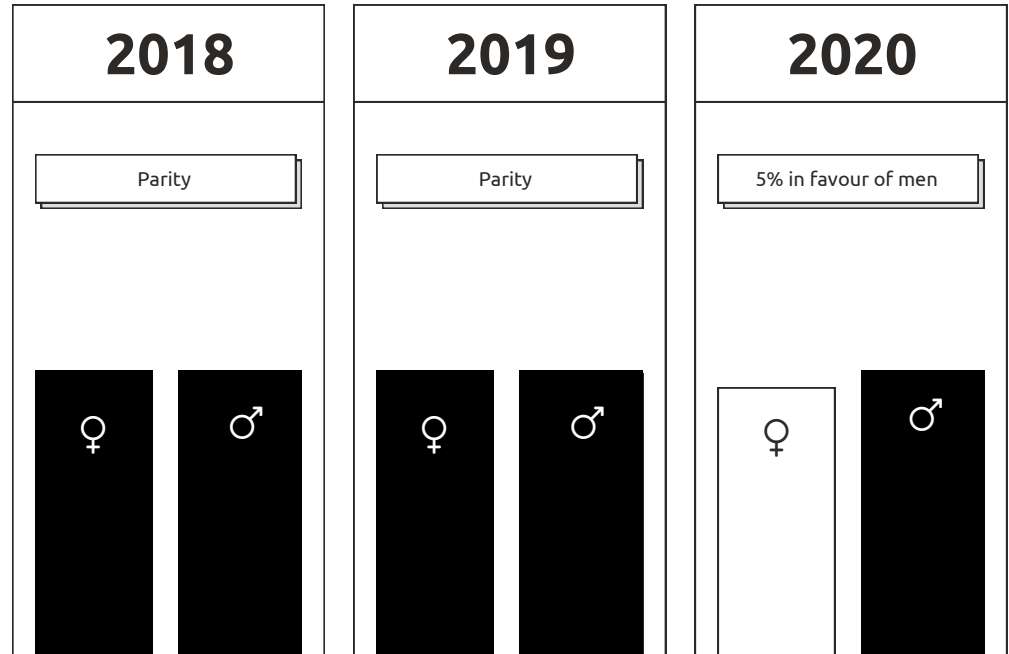
2020	Percentage of contracts won	
	29%	71%
2019	34%	66%
2018	32%	68%

for Everyone

Percentage pay gaps

UX is generally a good example of offering equal pay to men and women.

2018	2019	2020
Parity	Parity	5% in favour of men
♀ ♂	♀ ♂	♀ ♂

Scott Shaw
Freelance UX and Product Design Lead
In the job: 12 years
Freelancing: 6 years

In 2020, the proportion of freelance contracts awarded to women in UX was 29%. Moving forward, how do you think we could change this?

In my experience I'd say that percentage roughly reflects the gender balance of UX job candidates that would apply whenever we had an open rec in the last few years. So I think to balance it, the problem needs to be addressed at the point where we encourage more women to choose it as a career.

How do you think more young female talent could be encouraged to work in UX?

I think regularly surfacing awareness of the problem helps in reports like the one you just put out. It makes companies more proactive at raising women up to senior positions. Getting companies to publish yearly gender and minority stats really helps make them want to improve the balance too.

User Experience

for Everyone

Where to from here?

Change - there's no time like the present.

Inequality in any field should not exist. A person's sex, race or religious beliefs do not make them stronger at their craft nor does it produce a better freelancer. We at YunoJuno aim to highlight the difference in the data we have so that things can change for the better.

We will continue to make these figures publicly available, along with further data and insights throughout the year to help our freelance community and our clients to champion equality whenever they can.

And whilst things are moving in the right direction in terms of reducing the gender pay gap for some disciplines, the differential still exists in many others.

The impact of the COVID-19 pandemic on day rates is too early to know, but overall the pay gap is evident and needs rebalancing. Looking at this data, in conjunction with the latest YunoJuno Rates Report, our hope is that freelancers and clients alike will assess their understanding as well as processes to champion a more inclusive approach to the hiring process For Everyone.

If you have any questions on this report or the YunoJuno platform and community, please contact hello@yunojuno.com

for Everyone
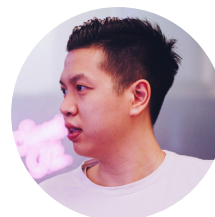
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Book Mary

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Senior Generalist
Designer

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Art
Director

Book Ruud

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Special Thanks to:

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Mettle

Michelle Last
Partner
Keystone Law

Shine Thomas
Sr Director
Nike

for Everyone

About YunoJuno

## YunoJuno is revolutionising the future of work.

What started as a simple idea has grown to the UK's largest marketplace for elite creative and tech freelancers. YunoJuno makes hiring freelancers no longer a leap into the unknown, but the most strategic and commercial decision an organisation can make.

How it works...
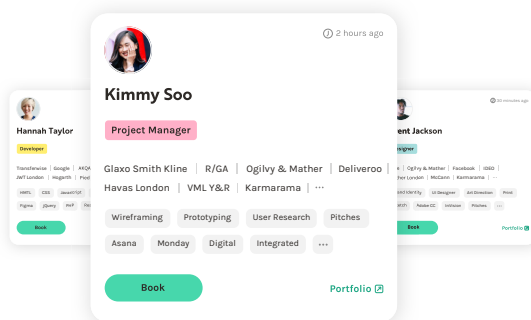
Select your perfect freelancer

Nobody understands your project like you do. YunoJuno enables you to speak directly with all candidates, view all relevant information and select the best freelancer based on what you need.
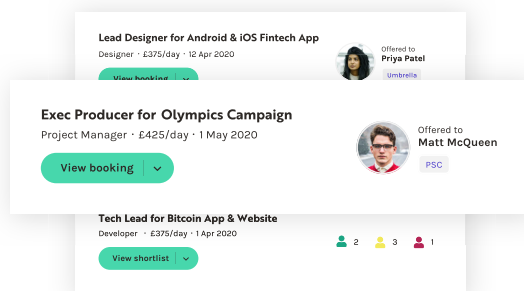
Get the job done

Once selected, all your chosen freelancer has to do is start on your project. 98% of all bookings on YunoJuno have a positive rating from both freelancers and hirers.
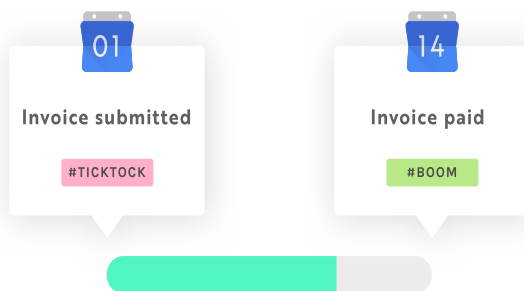
YunoJuno takes care of the rest

YunoJuno takes all the stress out of hiring the best freelancers. Timesheets, payments and compliance are all handled by the platform and freelancers can rest easy that their invoices are paid in 14 days!

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