

# Creative Resourcing 101: Must-know Terms when Expanding Your Team

Whether you're building your dream team, checking out new vendors, or figuring out how to get more work done, knowing these terms will help you make smart choices and keep your resourcing game strong.

Let's dive in!



**Vendor Work:** Vendors are your behind-the-scenes support systems. You place a work order, they deliver, you pay, and then enjoy the services. They are perfect for adding an extra hand to the team to get projects across the finish line.

**Creative Agency:** One of the least risky resourcing options, creative agencies manage teams that specialize in marketing and design, whipping up strategies and creative solutions to help your brand shine and grow. They normally have internal team members that handle all legal, client and resource-based relationships to make sure the partnership remains strong.

**Full-Time Employees (FTE):** These are your reliable team members that offer full control over when and how the work gets delivered. Clocking in at least 30 hours a week for over 120 days a year, they offer a medium level of risk as they are often protected and supported through the company policy.

**Independent Contractor/Freelancer:** Contractors are self-employed pros you hire for specific tasks or timeframes. They often offer their skills to a bunch of different clients, juggling multiple clients at a time. While they bring specialized skills at seemingly lower costs, they also represent a potential area of hidden liability and costs, as they are often treated as employees - without the benefits.

**Dependent Contractor (UK):** This option allows individuals and companies to bridge the gap between independent contractor and FTE, offering some benefits and control to avoid legal pitfalls.

**Resourcing Mix:** This term refers to the blend of internal and external resources—think FTEs, agencies, vendors, and freelancers—to tackle your creative and marketing tasks. Most companies will work with a mix of in-house, external partners and freelancers with specialized capabilities.

**Contingent Workforce:** These are folx you bring on for short-term gigs or specific projects. They're usually on a contract basis, taking care of their own taxes and benefits.

**Misclassification:** Oops! This happens when a worker gets labeled wrong—either by accident or on purpose. For example, if you have a freelancer acting as an employee, you may have a misclassification on your hands, leading to legal complications and significant penalties for businesses.

**Cost-Benefit Analysis:** Your decision-making cheat sheet, this weighs the perks of a choice against its costs. Be sure to think through the length of the contract, and long-term implications of your resource options. An independent contractor may seem like the way to go, but there are hidden costs that could come down the road, while an agency partner may be able to keep things flexible and leave out costly legal ramifications.