

Job Profile and Job Classification Advice Independent Maker¹ in Digital Culture (fairPACCT)

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Assignment

Request to HPP&O Advisory to provide advice on the job profile of Independent Maker in Digital Culture. This request is part of determining a fair hourly rate for freelancers in the sector, which is in line with the objective of the fairPACCT programme: creating better working conditions in the cultural and creative sector. The classification advice is based on the job evaluation system applied within the UNL/VNSU job classification system UFO.

Methodology/Input

- Initial discussion with PACCT participants (“ketentafel Digitale Cultuur”) on 12 September 2024.
- Based on a provided document "Outline of Profile of Independent in Digital Culture”, a further proposal was written in which the job description was adjusted and further completed on five levels, with set up classification criteria.
- An interview (in which this proposal was also discussed) with 3 participants (Winkler, Thole, and Traenkle) on 1 October 2024.
- Based on this interview, an adjusted version was created. This version no longer included multiple levels, but rather a focus on a professionally mature, experienced Independent Maker in Digital Culture. This second version was discussed in a second interview with 3 participants (Baalman, Thole, De Groot) on 3 October 2024.
- Responses from the second interview (including an email from Baalman dated 3 October 2024) were incorporated into the outline/development below.

¹ In certain situations, Maker can also be read as Artist

Job Profile of Independent Maker in Digital Culture

Tasks:

(Preliminary) research

- Studying, researching and reflecting on cultural/artistic, societal, technological and/or scientific subjects/contexts and their relevance and, on that basis, outlining the contours of the artistic expression, assignment, design and/or project to be set up.

Design and development

- Designing and developing original artistic work: technical, technological art expressions (products, exhibitions, stage design, films, theatre, etc.), using possibilities with regard to digital culture, technology and science to bring social, economic or political foundations of a society to the attention, to demonstrate, to reflect on or to question them; audience-oriented and/or market-oriented. Providing contributions to the artistic work of others from one's own (digital culture discipline).
- Designing composition, dramaturgy, choreography and/or interaction.
- Designing, developing software and/or hardware regarding artistic projects/works.
- Designing constructions with different materials.

Construction and maintenance

- Integrating, building software and/or hardware regarding artistic projects/works.
- Building constructions with various materials.
- Maintenance and repair work.

Projects

- Conceptualising, initiating, coordinating and executing projects.
- Writing project proposals and grant applications, both nationally and in European partnerships (within science, government and/or industry).
- Project and financial planning and budgeting, project management and time management.
- Recruiting and managing external employees.
- Negotiating and consulting with clients and collaboration partners.
- Documentation.

Presentation and education

- Presenting new and previously produced artistic work.
- Providing lessons/workshops and/or developing teaching methods around a specific theme (related to the Maker's professional practice), or to transfer professional and practical skills from the professional practice.
- Advising and coaching other Makers and (research and educational) institutions.
- Communication and distribution.

Networking

- Maintaining networks.

Administration

- Project administration, accountancy and cash flow forecast.

Focus Areas of the Job Profile of Independent Maker in Digital Culture

Starting Point

The profession of Independent Maker in Digital Culture is not a clear-cut, defined function. The profession occurs in many variations. An Independent Maker in Digital Culture can fulfill different roles, such as Producer, Technician, Researcher and/or Performer. The common denominator in the profession, however, is that it always involves design and development activities and the realisation of (art) expressions, physical or online: products, texts, videos, presentations, exhibitions, theater performances, performance, etc. or a combination of these. Projects within which these design and development activities and the realization of (art) expressions take place have different degrees of artistic value, scientific value and impact. The scale of the target group and/or audience also differs per project. From this perspective, a number of Focus Areas have been defined in which the results have been further specified, based on which the role can be classified into a UFO salary scale.

Focus Areas

Focus Area	Description
Impact	Cultural/artistic impact with groundbreaking, long-term effects, societal impact at national/international level with varied target groups, technological and/or scientific impact.
Research	Conducting preparatory and reflective research (artistic, societal, technological, and/or scientific) as well as publishing it, presenting it, and reporting on it.
Methods and Techniques	Combining existing and developing new (artistic or technical) methods, techniques, and/or tools.
Digital Design	Global design and detailed design of more complex IT products. The application of complex, relatively new IT techniques, methods, programming languages, etc.
Projects	Project responsibility for projects with budgets ranging from € 15.000, - to approximately € 500.000, -and/or project responsibility for the integration of multiple, diverse disciplines or organisations with different goals/ interests.

All focus areas should be adressed for professionally mature functional fulfillment.

Knowledge & Skills Independent Maker in Digital Culture

In order to be able to carry out the above-described activities effectively, efficiently and in a result-oriented manner, it is required that the Independent Maker in Digital Culture is broadly skilled. After all, results are expected within all focus areas (Impact, Research, Methods and Techniques, Digital Design, and Projects). For this reason, strict demands are imposed on the maker, both in terms of specific education and experience requirements and in terms of 'soft' skills. The following education and experience requirements and skills have been defined as minimum requirements for a professionally mature Independent Maker in Digital Culture:

Education/Experience

- HBO (Higher Professional Education) level (choice and application of various theoretical foundations, methods, techniques, design, development, construction/realisation, working across disciplinary contexts – including management, finance, subsidies, networking).
- Minimum 8 years of relevant work experience for the function (professionally mature) and experienced.

Competencies/Skills

- **Analysing and conceptualising**
 - **Inventiveness:** coming up with new or original ideas, perspectives, or solutions. *This also includes: creative, artistic (in terms of composition, design, storytelling, scriptwriting, interaction design), expressive, experimental or research-oriented.*
 - **Conceptual ability:** formulating thoughts, ideas, or concepts based on complex information and building frameworks or models.
 - **External awareness:** demonstrate to be well informed about (inter)national, societal, political and professional developments and effectively using this knowledge for the function or organisation. *This also includes: sociocritical thinking (regarding digital culture, technology and science; questioning the social, economic or political foundations of a society), audience-oriented thinking and market-oriented thinking.*
- **Directing and guiding**
 - **Steering on results:** providing direction and guidance to employees or a project group to achieve objectives and results.
 - **Coaching:** coaching and encouraging others to optimally use their personal and professional qualities and to further develop their talent for the benefit of their careers.
- **Communicating and influencing**
 - **Oral communication:** to express ideas and information to others in understandable language and to check whether the message has been understood.
 - **Written expression skills:** putting ideas and information clearly in writing, taking into account the target group, and in such a way that the message is conveyed and understood.
 - **Persuasiveness:** succeeding in winning others over to ideas and plans.
 - **Networking skills:** establishing and maintaining (international) contacts within and outside your own context/organisation.
 - **Presenting and teaching:** performance, oral presentation.
- **Realisation**
 - **Result-driven:** focused on achieving objectives and qualitative and quantitative results.
 - **"Making" skills:** aimed at realising or building high-quality products.

UFO Classification Advice

Advice on job classification salary scale

As previously mentioned, the role of Independent Maker in Digital Culture is not a clear-cut position and exists in many varieties. Therefore, a direct comparison with generic profiles from the UNL/VSNU UFO system is not immediately possible. However, based on the context, tasks, complexity of the issues, and output responsibilities, there are overlaps with different UFO profiles. This provides a good indication of how the job profile could be classified within the salary scales applicable in the CAO Dutch Universities (CAO NU).

Since a direct one-to-one classification into one of the UFO profiles is not entirely feasible, a partial comparison was also made with different UFO profiles (see below), alongside a comparison with the perspectives of the underlying HAY system in UFO. These comparisons indicate a classification at the level of **UNL salary scale 10 or 11**. Based on the comparison with the UNL job evaluation system UFO, it is therefore recommended to classify the position in **salary scale 11 of the CAO NU** (Collective Labour Agreement for Dutch Universities).

Note:

*In the discussions, it was indicated on one hand that the intention is to consider a single position, which can only be performed by someone with an academic or higher vocational education thinking and working level and several years of relevant practical experience (8 to 10 years), a highly experienced professional. On the other hand, the question was raised about how someone without relevant practical experience could be classified. The CAO NU and the UFO system within it are based on salary scales, within which periodic (normally annual) increments (steps) apply up to a maximum. An employee is typically placed within a job scale at a step corresponding to the number of years of experience. In the section on **Classification/Hourly Rate**, only the rate for experienced Makers (i.e., Scale 11, max step) is described. If one does not yet meet these requirements, it is possible to choose a lower step within scale 11 or even a starting scale (here scale 10) if one does not fully meet the job requirements yet.*

Rationale/Explanation

The job has been compared to the following UFO profiles and classification criteria. These comparisons indicate classification in **scale 10**:

- **Communications Adviser, Level 3:**
 - Advises, in collaboration with internal clients, on the design and setting up of internally and externally focused large-scale or complex communication projects, with regard to the message and/or target.
 - By order of the direct superior and/or client, to prepare, organise and supervise the implementation of large-scale and/or complex, politically sensitive communication projects/ campaigns at the institutional or faculty level.
 - Provides information on specific issues (research, education, management and policy) for a strongly divergent range of internal and external target groups.
- **ICT Developer, Level 3:**
 - Makes a general design of ICT products or detailed designs of more complex ICT products. Develops and builds the ICT product with a wide range of applications and precise specifications. Uses multiple methods or technologies, common tools and programming languages.
 - Coordinates the work of the staff affiliated to the department or the project.
 - Makes detailed proposals for improving work processes at the operational level.
- **Project Leader, Level 1:**
 - Activities to be performed and/or supervised are complex and very diverse. New solutions are continuously required in which it is necessary to examine and/or influence the customer request.

- The work to be carried out generally has a substantial impact on the regular processes and environments of clients.
- Multiple internal and external parties are involved.
- Completely independent execution of activities within scope of the project plan.

Comparison with the UFO profile "Audiovisual Techniques Staff (directing)" indicates classification in **scale 11**:

- **Audio-Visual Technician (direction) Level 1**
 - Carries final responsibility for the artistic concept. The preparation requires in-depth orientation of customer demand, the subject and background information.
 - Sets up production organisation plans, in which every person involved is responsible for a specific part of the production process. Assumes final responsibility for the allocation of financial resources and acquisition of internal and/or external funding. Ensures that agreements are signed.
 - Develops and directs multimedia and other productions for complex nonlinear programme structures for heterogeneous target groups. The structure and organisation is primarily centred on visual effects/ dramatics. The content of the programmes focuses on sensitive and controversial themes, in which the nature and content of the programmes are key in reaching the objectives and targeted effects.

Given the importance of IT-related tasks in the role of Independent Maker in Digital Culture, it is recommended to classify this position as a combination of the UFO profiles Audiovisual Technician (Direction) 1 – Scale 11 and ICT Developer 3 – Scale 10, where the classification in the UFO profile **Audiovisual Technician 1 – Scale 11** is decisive for the classification of the job profile as a whole.

Classification – Hourly Rate for Independent Maker in Digital Culture

Job Profile Maker	Classification University Function Ordering	Scale 11
Professionally mature	Scale amount gross per month (excl. 8% Holiday Allowance and 8.3% End Year Bonus), scale 11, periodic max (October 2024)	€ 6,148
	Hourly Rate (gross per month/165 hours) according to CAO NU (Collective Labour Agreement for Dutch Universities)	€ 37.26
	Freelance Rate (Ketentafel decision + 74.45%)	€ 65.00

² Definition CAO NU 'salary per hour' = 1/165 of the salary for full-time working (excluding holiday and end-of-year bonus);