



# 5 Steps to Standing out in a Competitive Market

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## How Professional Contingent Labour Candidates Can Stand Out in a Competitive Market

The demand for professional contingent workers is growing as organisations prioritise agility and cost-efficiency.

However, with more professionals opting for flexible, project-based roles, competition is fierce. To secure the best opportunities, contingent candidates must find ways to differentiate themselves.

Stewart Roberts, Head of PSR Delivery, shares his advice on standing out in the market



# 1

## Build a Strong Personal Brand

Your professional reputation goes beyond your CV. Hiring managers want specialists who can add immediate value. Strengthen your brand by:

- **Optimising Your LinkedIn Profile** – Keep it up to date with detailed project descriptions, achievements, and recommendations.
- **Sharing Industry Insights** – Engage in discussions, post relevant content, and position yourself as a thought leader.
- **Showcasing Your Work** – If applicable, maintain a portfolio to highlight tangible contributions and successes.



# 2

## Show Accountability and a Growth Mindset

Successful contingent workers thrive on their ability to adapt quickly. Employers value professionals who:

- **Continuously Upskill** – Invest in certifications, courses, and industry events to stay competitive.
- **Demonstrate Versatility** – Highlight experience across different industries and how you've applied knowledge in varied settings.
- **Stay Informed** – Keep up with sector trends to remain relevant and credible.

*Position yourself as a thought leader.*

## 3

## Build and Maintain a Strong Network

A strong professional network is often the key to securing opportunities. Focus on:

- **Engaging with Specialists** – Stay in touch with those who understand your market.
- **Joining Communities** – Participate in online and offline industry groups.
- **Offering Value to Others** – Share insights, provide referrals, and support peers to strengthen relationships.

*Stay in touch with those who understand your market.*

## 4

## Take a Proactive, Results-Driven Approach

Employers want contingent workers who can hit the ground running. Stand out by:

- **Providing Case Studies** – Showcase past successes with measurable results.
- **Highlighting Problem-Solving Skills** – Demonstrate how you've tackled challenges and delivered value.
- **Tailoring Applications** – Customise CVs and proposals for each role to align with specific needs.

## 5

## Be Professional and Reliable

Reliability is a key differentiator in the contingent workforce. Build trust by:

- **Communicating Clearly** – Set expectations around availability, deliverables, and timelines.
- **Delivering High-Quality Work** – Consistency matters.
- **Seeking Feedback** – Use insights from past engagements to continuously improve.

### Final Thoughts

The contingent labour market is competitive, but you can stand out. By building a strong personal brand, demonstrating adaptability, networking effectively, showcasing results, and maintaining professionalism, you'll position yourself as a top-tier candidate. With the right approach, the best opportunities will come to you.

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