

*Join us*

# Make a difference

Improve  
healthcare  
outcomes



**Connected by shared values, you'll find authenticity and kinship here, we care about each other's well-being and success**



If you want a meaningful career – **welcome to your future!** Working closely with some of the UK's most prestigious hospitals and healthcare facilities we foster deep-rooted relationships, building genuine partnerships. We champion healthcare organisations to improve outcomes through recruiting fully-fledged and emerging leaders who make a difference.

Our 'people first' culture empowers our teams to manage their work and personal lives without friction. We promote flexibility, fun and fulfilment. We revolt against the notorious bad practices in the recruitment industry and are connected by our shared values. You'll find authenticity and kinship here, we care about each other's well-being and success.

# “Our mission is to improve healthcare outcomes through recruiting better leaders”

Since 2008, we have worked with healthcare organisations committed to improving outcomes through recruiting better leaders. **The sense of fulfilment** that comes from recruiting leaders for ‘difficult to fill’, ‘niche’ and ‘critical’ roles is the intrinsic purpose of Stroud Resourcing.

**We represent some of the UK’s most prestigious hospitals** and healthcare facilities, they choose to continuously invest in our partnership because our people-centric workplace cultivates great behaviour. We build genuine partnerships and work together for long-term success.

Our outstanding reputation rewards us with exceptionally high levels of repeat business. In the last 5-years 89% of our business consists of returning customers. In 2022 we saw 123% year-on-year growth, **more than anyone on Recruiter Magazine’s Fast 50 list that year.**

Moving beyond results, we’re building a community with purpose, supporting the goals of our people personally and professionally. **We constantly seek ways to improve engagement, motivation, and wellbeing.** Everyone in our business has a say in how it’s run.

As a female leader with children, **I take a stand against gender disparity** and the lack of family-friendly policies and benefits in the recruitment industry. Our policies are designed to ensure you don’t have to choose between a career and family life.

**With a desire to empower others** to take control of their career and a demonstrable talent for launching and developing recruitment brands, we proudly launched **Fertility Talent** in 2021. Our future is focused on finding and supporting entrepreneurial recruiters to set up healthcare sub-brands.

Replicating our **exceptional ethos**, leveraging our **robust infrastructure** and marketing strategy, we want to find individuals committed to developing unparalleled knowledge within their niche, emerging as the go-to recruitment firm.



**Joanna Stroud,**  
**Managing Director**



**We choose a life, not just a living**

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# Fertility Talent

In 2021, we launched **Fertility Talent**. A dedicated, specialist recruitment firm focused on Women's Health and Fertility. Replicating the exceptional ethos of Stroud Resourcing and leveraging its robust infrastructure and marketing strategy, Fertility Talent has emerged as a standout leader within this sector.



Inspired by their own personal challenge in starting a family, the founders of Stroud Resourcing made the decision to launch Fertility Talent, the UK's first dedicated recruitment firm within this sector.

By sharing their story we hope to raise awareness to the struggle of patients trying to become parents and raise appreciation to the healthcare professionals who make a difference every day.

# Our mantra is 'Choose a life, not just a living.'

That's why we offer **hybrid working and flexible hours**, finishing at 12.30 on Fridays really does happen!

We want you to do the things you love! You'll enjoy a great salary, **phenomenal benefits** and work with a team that deliver better results knowing they can manage their working and personal lives without friction.

Whether your goals are personal or professional, **we're committed to helping you achieve them.**

We promote a **growth mindset**, you will be empowered and encouraged to embrace new ways of thinking.

*"I've never felt so valued by an employer. I bring my dog to work, and I'm encouraged to flex hours around the gym. The monetary value of our benefits is incredible, 7% employer pension contribution from day one, 25 days holiday increasing with service and family friendly policies, it's a really healthy, nurturing environment! I feel connected not only to Stroud Resourcing but to the clients we represent, I'm so proud to contribute to the healthcare industry!"*

**Charlotte White, Managing Recruitment Consultant**



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# Our 4P's

## People

Our commitment to making exceptional candidate matches means our teams are experts within their field, with unparalleled industry knowledge. Our people are empowered to put clients at the heart of decision making, this cultivates great behaviour and a strong sense of accountability.

## Process

Dedicated to continually improving practices in every aspect of our business, we have pioneered a unique recruitment workflow to ensure no aspect of the process is neglected. We understand the importance of great process, regulatory compliance, transparency, and efficiency.

## Practice

In an industry notorious for rogue behaviour, we're proud to exhibit conscientious, straightforward, and honest business practice. We build genuine partnerships and work together for long-term success. In hiring, we ensure our colleagues' values align with our own.

## Purpose

We are a values-led recruitment firm placing purpose before profit, satisfaction, and enjoyment of the work we perform outweighs revenue attainment. We actively partner with clients and suppliers that share our values, we focus on developing deep-rooted relationships where we bring added value.

# Our Values



## Transparency

Communicate openly and honestly with everyone involved in our business.



## Passion

Enjoy what we do, inspire others, be proud.



## Collaboration

Share best practices and help each other.



## Challenge

Embrace new challenges, be your best self, work hard, make things happen.



## Authenticity

Be genuine and sincere, we have no time for internal politics.



## Empathy

Listen to everyone and treat them how you would expect to be treated.



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# What to expect

**We choose a life, not just a living**, this means we hold value on monetary reward. Having choice and being comfortable financially is important to us. This is why our recruiters benefit from high basic salaries and earn commission when they exceed sales targets. Its why we offer phenomenal benefits, a great pension, dental care, 33 days holiday, sabbaticals, exceptional family benefits and so much more!

Through a 'people first' culture we have a **strong sense of belonging**, we're connected not only to Stroud Resourcing but to the clients we represent. We embrace empathy towards employees, **everyone performs meaningful work and is valued**. A career in recruitment requires an exceptional work ethic, our most productive days are Monday to Thursday so we work more hours across these days. Through **flexible and hybrid working**, our team deliver better results knowing they can manage their working and personal lives without friction - **trust is important to us**.

We've got the best tech, an amazing CRM (over 110,000 candidates), **we rank in the top 2% of worldwide LinkedIn users** in the staffing and recruiting industry and top 1% in healthcare **BUT** we stand out from the crowd by consistently unearthing talented professionals who are not sitting on a recruitment database. **Our skill is headhunting, so it must be yours**.

We operate a collaborative servicing model that puts the client at the heart of our decision making. Working closely with you, we'll impart our **unparalleled knowledge of the healthcare industry**, enabling you to make exceptional matches with candidates that make a real difference to our clients. We champion and challenge ways to improve outcomes for ourselves and our clients. **We are the critical-friend to our clients**, the promoter of our brand and the ally of our colleagues.

Aside from being a **really nice person** with a **good sense of humour**, we need someone who is happy to be on the phone all day but **not a pushy sales person**, 89% of our business is repeat. We act as an extension to our clients' internal talent teams, recruiting candidates for vacancies that are 'difficult to fill', 'niche' and 'critical'. Strong commercial acumen with exceptional communication and relationship management skills are crucial.

**We are a values-led recruitment firm placing purpose before profit**. In an industry notorious for rogue behaviour, we're proud to exhibit conscientious, straightforward, and honest business practice.



# Tools for Success

We never stop talking about how to get better. Whether it's diversity & inclusion, SEO, candidate attraction, candidate sourcing, marketing or training and development – we are committed to maximising the efficiency of our recruitment process. Our state-of-the-art technology, marketing team and commitment to transparency means you can be sure you'll always have the tools you need to succeed.



## Paiger

Social media is one of the main ways candidates search for jobs, and good personal branding online can open many doors for a headhunter. With Paiger, you'll have a daily feed of schedulable content for your LinkedIn profile. This paired with the power of AI automation and data-management helps Paiger takes the hassle out of building and maintaining your online presence.



## Bullhorn

A market-leading Customer Relationship Management (CRM) software, Bullhorn is the hub of all our candidate, client and vacancy records. Bullhorn's CV parsing and email integration cut down on admin time and ensure everyone in the business has access to the latest information. In addition, Bullhorn integrates directly with most of our other software, so it operates as a single portal for job posting, CV searching, social media management and reporting.

## Marketing Support

To give you a competitive edge, our expert marketing team is dedicated to ensuring our online presence outshines the competition. We continually refine the look and feel of our brand while producing engaging content from hiring and career advice to timely industry insights that keeps our audience informed and connected. By staying at the forefront of industry trends, we showcase our deep expertise and reinforce our position as trusted leaders in the market.



We are dedicated to elevating the profiles of our recruiters by providing tailored support and strategic guidance that builds a compelling personal brand on LinkedIn. Our expert marketing team boosts your credibility, enhances visibility, broadens access to talent pools, and drives engagement with both clients and candidates helping you attract top talent, strengthen relationships, and ultimately close more deals.

## Workflow and Training

We make sure our recruiters have constant access to what we call our **workflow**. It is our system of interconnected training documents, developed from years of experience in the recruitment sector. These documents provide our recruiters with the information / guides to tackle any issue and address any question a client or candidate may have for them



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# Our Perks

Our benefits package is driven by the needs of our people, so it's always evolving. From sabbaticals to childcare vouchers, our perks are designed with you in mind. We were one of the first businesses in the UK to offer both paid leave and financial support for our team and their partners receiving fertility treatment.



**12% Pension Scheme (7% employer contribution)**



**33 Days Holiday**



**Bonus & Commission**



**Sabbatical**



**Life Assurance**



**Free Eye Test and Dental Plan**



**Fertility Treatment Leave & Loan**



**Childcare Voucher Scheme**



**Miscarriage Leave**



**Family Planning Leave & Pay**



**Office Dogs**



**Flexible Working**



**Personal Development**



**Monthly and Quarterly Events**



**Financial Wellbeing Planning**



**Health & Wellbeing Focus**



**Fundraising Activities**



**Talking Therapy**



**External Training**



**Local Business Discounts**



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# Comments From Our Team



**Joanna Stroud**  
Managing Director

## What makes you get out of bed in the morning?

"The playing field of life is not level, experience has taught me that things don't just happen, you must make them happen. Moving in to recruitment presented an opportunity for me to get ahead based on my own accomplishments, but it wasn't without challenges.

I experienced gender inequality and social class discrimination, I have had to work incredibly hard to have choice. I want to create a positive work environment where my colleagues are empowered to take control of their career and use it as a vehicle to achieve their life goals, this is what motivates me."

## What skills do you need to be a recruiter?

"Consultative approach! Our clients rely on us to find them the very best talent, candidates that have the skills to solve their problems. To match the right candidate to the job, we take a deep dive into the challenges that our clients experience, it's expected that we will provide professional advice and make recommendations on how to improve their recruitment process and employer brand.

Technical ability! Sourcing candidates requires technical ability, you need to develop genuine insight to the healthcare industry. People can't be sold in the same way cars are, cars don't have a say in who buys them, candidates need to be skilfully matched to jobs and both parties need to actively agree to enter a work contract."



**Charlotte White**  
Managing Consultant



**Guy Stroud**  
Director

## What's the most frustrating part of recruitment?

"Finding candidates is extremely challenging. 73% of candidates sitting on CV databases including LinkedIn are passive job seekers. They are open to hearing about new career opportunities, but they are not actively seeking jobs, the result of this is out of date CVs and incorrect contact details. You need to be tenacious!"

## Any advice for someone considering a career in recruitment?

"Recruiters need relentless determination, you must harness the will to win, results cannot be achieved if you are not on the phone. You also need speed & flexibility, when you get a good vacancy on, you are racing against external recruiters, against internal recruiters, the speed of the market, and the speed of candidate expectations. Who works the quickest and the hardest wins!



**Melanie Jones**  
Senior Recruitment Consultant



**Jenny Gudge**  
Recruitment Consultant

## How resilient do you really need to be?

"Some campaigns consist of #300 candidates, you could make 100 calls per day with nobody answering! Or the stock answer you receive is "no".

When you do speak to a candidate you have one chance to persuasively position the role, but you must assess their suitability first. This is not an easy balance to achieve, it requires a combination of skills".



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# A Rewarding Career



## Our Commitment to Real Living Wage

We live and breathe our values. Whilst our recruiters **earn significantly more than a Real Living Wage**, we maintain this accreditation as part of our commitment to promote fair rates of pay. We are proud to be an accredited Good Business Charter member, we uphold responsible business behaviour and work with like-minded businesses.

Promoting a growth mindset, our people are empowered and encouraged to embrace new ways of thinking. Committed to building the skills of our team, we operate a lifelong approach to training. Our recruiters benefit from high basic salaries, earning commission when they exceed sales targets. As a result, we celebrate an average employee tenure of 8 years.

Our remuneration package is exceptional! Our benefits and policies offer stability and reward longevity, they are comparable to FTSE 100 companies and incorporate pioneering policies around fertility treatment. We offer great flexibility including hybrid working, our 'people first' culture enables our teams to manage their working and personal lives without friction, we promote flexibility, fun and fulfilment.

We are dedicated to continually improving practices in every aspect our business and we want our people to solve problems differently. Unlike a large business, this means your voice is heard and your ideas are implemented. Through monthly team building days we host a robust feedback process whereby everyone can influence the direction of the company.

# Our Purpose

We are a **values-led** recruitment firm placing purpose before profit. We focus on long-term, deep-rooted relationships that bring added value. Since 2008, we have worked with healthcare organisations committed to improving outcomes through recruiting better leaders.



## Incredible Offices!

Overlooking the iconic River Ouse as it flows through the city of York, our private office is located within Patch | Bonding Warehouse. We're proud to contribute to the upkeep of this historic building and feel lucky to be part of a vibrant community built around entrepreneurship and innovation. As an employee of Stroud Resourcing, you receive free membership to Patch, giving you access to a range of free and discounted workshops, including yoga and meditation. From comedy nights to club events, there's a constant stream of social opportunities to enjoy. Our dog-friendly, serviced office offers a variety of benefits from thoughtfully designed shared spaces, including private phone booths, meeting rooms, a members' lounge and kitchen, to high-speed Wi-Fi and ergonomic seating. With bean-to-cup coffee and complimentary snacks always available, you'll feel right at home in our comfortable, creative space.



## Carbon Neutral Business

We have taken steps to reduce our carbon footprint, and though we're only a small business, there's plenty we can do to mitigate our environmental impact. We've cut down paper and energy use in the office, we achieve carbon neutrality by planting trees in the Yorkshire and Humber region. We still want to do more, and we're always looking for fresh ideas about how to promote sustainability in our business and beyond.



## Charity of Choice

Each year we get together to choose a charity partner to support with fundraising activities throughout the year. For our last financial year we chose Mind, the mental health charity, because we have seen how important it is to have access to the right support and information during difficult times, and we love the work Mind do to help workplaces improve their mental health and wellbeing programmes.



## Awards

In 2021 we were shortlisted for the national Investing In Talent Awards in two categories: Best Pay & Benefits Strategy & Best Micro Recruitment Company to Work For. We are thrilled to have these aspects of our business recognised by the largest trade publication in our industry.



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# Apply Now - Make A Difference To The Healthcare Industry



If you are starting your career and want a supportive and collaborative environment - **we are the employer for you!**

If you are a professional, experienced recruiter with a background in sourcing candidates via headhunting, **we are the employer for you!**

If you have strong commercial acumen with exceptional communication and relationship management skills, **you will love working with our clients!**

If you are organised with a great work ethic and growth mindset - **you will work with likeminded people!**

If you are authentic, empathetic, caring, conscientious and fun - **you will love working with us!**

Start your career with Stroud Resourcing and craft a life you love!

**Join us, make a difference to the healthcare industry.**



[careers@stroudresourcing.co.uk](mailto:careers@stroudresourcing.co.uk)



[www.stroudresourcing.co.uk](http://www.stroudresourcing.co.uk)



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