



citrus
recruit

Where expertise meets empathy

T: 0121 815 9951
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Who we are

Citrus Recruit is a dynamic commercial-based agency specialising in recruitment for marketing, sales, office support, HR, and finance roles.

Our mission is to connect talented individuals with the right opportunities across industries.

We believe that successful recruitment is not just about filling roles but about creating lasting connections and contributing to the success of individuals and organisations.

Founders and Philosophy

Citrus Recruit was founded by Gareth Burford and Hannah Elson with a clear vision: **to bring recruitment back to its core principles.**

Our mission is to take recruitment back to its roots with quality customer service and effective communication.

Our values drive our approach:

We're Personable

We build genuine relationships with candidates and clients, understanding their needs and aspirations.

We act with Integrity

Honesty and transparency guide our actions, ensuring trust and reliability.

We have Passion

We're passionate about matching the right talent with the right roles.

We're Innovative

We embrace new ideas and technologies to enhance recruitment.

Our vision

At Citrus Recruit, our vision is simple: to recruit with the highest level of quality. This commitment extends to candidates and clients, ensuring a seamless experience, whatever side of the hiring process you're on.

So, whether you are a hiring manager or a candidate, communication takes place every step of the way.



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Why Citrus Recruit?

We understand the critical role that organisations play in shaping successful teams. As a boutique recruitment agency, we provide tailored solutions for businesses.

“Our mission is simple yet profound: to connect exceptional talent with exceptional opportunities.”

Gareth Burford, Director and Co-Founder, Citrus Recruit

Let us guide you through what to expect when partnering with Citrus Recruit:



Length of Experience: With years of industry experience, our team brings valuable insights and expertise to every assignment.



Market Knowledge: We stay informed about the ever-evolving recruitment landscape. We understand the nuances of different sectors, so we identify the right talent for you.



Team Approach: We work together, leveraging collective strengths to find the best matches. After all, two minds are better than one!



Client and Candidate Focus: Putting the client and candidate at the forefront is non-negotiable. We focus on the needs of both parties, ensuring satisfaction and success.



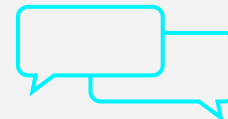
Quality Over Quantity: We prioritise quality placements over sheer volume. With Citrus Recruit, you'll find candidates who align with your company's culture, values, and long-term goals.

We're here to support you.

How we work with candidates

We're with you every step of the way

At Citrus Recruit, candidates enjoy expert CV guidance and a streamlined recruitment process. This includes open communication, constructive post-interview debriefs, and support. From the offer to the negotiation stage, a positive and informed candidate experience awaits.



Connecting talent, cultivating success

How we work with clients

We believe in personalised, attentive service

Citrus Recruit ensures a seamless recruitment journey. From a comprehensive screening process and interview management to support through to the offer stage, onboarding, and beyond.



Thorough Consultation

We'll understand your organisation's unique needs. Our team meets with you to discuss your requirements, company culture, and growth aspirations.

Detailed Job Briefs

Precision matters. We don't settle for vague job descriptions. Instead, we work with you to create detailed job briefs to capture the essence of the role, skills, and cultural fit. Our goal is to find the perfect match for your team.

Consultative Approach

We're not just recruiters; we're strategic partners. Our consultative approach means we give you the latest market advice and trends. Whether it's salary benchmarks, talent availability, or industry shifts, we keep you informed.

Connecting talent, cultivating success

Meet the Co-Founders

This dynamic duo brings a wealth of experience and a shared vision to revolutionise recruitment. With seven years of collaborative success across two companies, they co-founded Citrus Recruit, where exceptional service meets meaningful communication.

Gareth Burford



With an impressive 18-year career in recruitment, Gareth has expertise across commercial sectors, including finance, sales, HR, office support, and marketing. He has worked in positions ranging from mid-level roles to senior appointments.

Starting on a permanent commercial desk, he navigated his way to senior leadership at Randstad, the global leader in the HR services industry. There, he worked with businesses of all sizes, from small enterprises to blue-chip companies.

Gareth, a natural people leader, understands the world of human resources. After the COVID-19 pandemic, Gareth worked with Wales's largest independent agency as their director of operations.

Fast forward three years to the summer of 2023, and Gareth decided it was time to use his experience gained from working for independent and global agencies. Drawing inspiration from this wealth of knowledge, he founded Citrus Recruit in September 2024.

Gareth's vision for Citrus Recruit is clear: to apply the basics of recruitment to enhance the recruiting process for candidates and clients. His commitment to delivering quality service is reflected in every aspect of Citrus Recruit's operations.

[Connect with Gareth on LinkedIn](#)



Hannah Elson



With a rich recruitment history spanning seven years, Hannah is a seasoned professional. She is renowned for her expertise in commercial roles across finance, sales, HR, office support, and marketing.

As a dedicated team leader and people manager in the commercial sector, Hannah has successfully led teams through challenges. She has worked as an embedded talent partner, playing a pivotal role in growing teams. From entry-level to senior management hires.

Hannah's journey started at Pertemps in 2016. This was followed by Randstad, the global leader in the HR services industry. Four years later, she joined Yolk Recruitment in Wales. In September 2023, driven by her passion for personalised connections, Hannah co-founded Citrus Recruit. Her mission? To redefine recruitment dynamics.

Fueled by a love for cultivating client and candidate relationships, Hannah thrives on the human side of recruitment. She puts people first and takes time to understand the people she is working with. Her partnerships with clients stand the test of time. Hannah brings authenticity, expertise, and a commitment to building lasting connections.

[Connect with Hannah on LinkedIn](#)



Our journey



2005

Gareth Burford joins Randstad. Randstad is the world's largest recruitment agency. He works as a branch manager in Bristol and Cardiff before becoming Randstad's operations director.



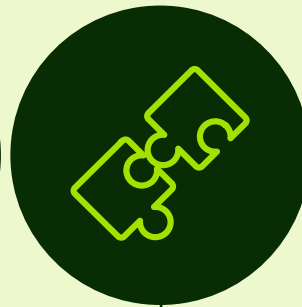
2016

Hannah Elson joins the Pertemps Network Group as a consultant and embarks on her career in recruitment.



2019

Hannah joins the Solihull branch of Randstad, the world's largest HR services provider. She starts as a principal consultant and is promoted to managing consultant.



2021

Gareth joins Yolk Recruitment in Cardiff as Director of Operations and Hannah joins as Divisional Head.



2023

In September, Gareth sets up Citrus Recruit with Hannah, united in their mission to connect exceptional talent with exceptional opportunities.

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Our markets

In 2024, business support is not a luxury but a necessity for success. It ensures that businesses run efficiently, stay competitive, and adapt to the dynamic demands of the market.

At Citrus Recruit, we specialise in all the areas that are crucial to business success:

- **Sales**
- **Marketing**
- **Finance**
- **HR**
- **Office Support**

Our tailored recruitment solutions focus on providing skilled candidates essential for driving businesses in all industries forward.

From sales executives and marketing managers to office support and finance professionals. Whether you're a startup, a growing business, or an established organisation, our recruitment solutions are tailored to your needs.

If you're a candidate, you will find that we are more than recruiters. Throughout the entire recruitment process, we'll be there for you. From application to a job offer, we'll communicate with you every step of the way.



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Our sectors: Sales

At Citrus Recruit, we connect businesses with exceptional talent in sales.

Our recruitment solutions ensure that you have access to skilled professionals who drive sales and deliver effective strategies.

At Citrus Recruit, we excel in identifying and placing top-tier sales professionals who drive growth, exceed targets, and elevate your business.



We recruit for:

- **Business Development Managers**
- **Account Managers**
- **Sales Executives**
- **Sales Representatives**
- **Sales Consultants**
- **Sales Development Representatives**
- **Account Executives**
- **Field Sales**
- **Sales Directors**
- **Sales Managers**

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Our sectors: Marketing

In the marketing world, innovation meets impact, and with Citrus Recruit, your journey to marketing success starts today.

From crafting compelling brand narratives to driving digital transformations, marketing professionals play a pivotal role in shaping businesses.



We recruit for:

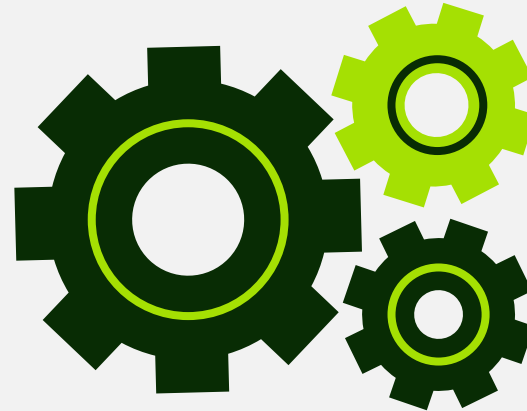
- Digital Marketing Specialists
- Digital Marketing Managers
- Marketing Analysts
- Marketing Managers
- Marketing Specialists / Generalists
- Content Writers
- PR Executive / PR Communication execs
- SEO specialists
- Social Media Managers
- Marketing Directors
- Marketing Account Executives
- Account Directors and Account Managers
- Product Marketing Managers
- Product Designers
- Midweight Designers
- UX/UI roles

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Our sectors: Office Support

Are you looking for talented and reliable office support staff for your organisation? Do you need someone who can handle administrative tasks, customer service, and databases with ease and efficiency?

We recognise the vital role office support plays in the seamless functioning of every organisation. We identify efficient and organised individuals committed to workplace excellence. With Citrus Recruit, your office support team becomes a cornerstone of your success, ensuring a well-organised and productive work environment.



We recruit for:

- **Personal Assistants**
- **Executive Assistants**
- **Sales Administrators**
- **Sales Support**
- **Customer Service**
- **Administration**
- **Supply chain/logistics**
- **Customer Service Managers**
- **Resourcing/ Internal Recruitment**

From the outstanding PA to the super-organised office manager, where would we be without our office support specialists?

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Our sectors:

HR

Human Resources is the heartbeat of any organisation. As recruiters, we understand the pivotal role people play in driving success.

HR is more than a department; it's the soul of a business. HR professionals are instrumental in managing talent, creating workplace culture, and ensuring compliance with employment law.

From recruitment to employee development and engagement, HR encompasses an array of functions.

We link businesses with HR candidates who not only meet the qualifications but also have the interpersonal skills and strategic mindset essential for effective workforce management today.



We recruit for:

- **HR Directors**
- **HR Managers**
- **HR Business Partners**
- **HR Specialists**
- **HR Assistants**
- **HR Administrators**

For HR professionals seeking opportunities, we partner with businesses that value your expertise and provide a path for career progression. Whether you're an experienced HR manager, a talent acquisition specialist, or an HR generalist, your journey starts here.

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Our sectors:

Finance

Finance is the lifeblood of every business. It forms the basis for planning, budgeting, and the company's daily operations.

From payroll to credit control, dedicated finance professionals are in demand. So much so that finance vacancies in some regions have gone up 2.8% year-on-year, according to Adzuna.

Navigating the niche

Only a small fraction of the market is looking for a new role. Passive candidates, who are not actively looking for a job, are often the key to filling these vacancies. They may not be searching for new opportunities, but they are open to hearing about them if approached in the right way. At Citrus Recruit, we use powerful sourcing tools such as LinkedIn Recruiter and job board CV searching to ensure access to a diverse pool of finance talent. And our extensive network of finance professionals guarantees exclusive connections.



We recruit for:

- **Finance Specialists**
- **Finance Administrators**
- **Finance Managers**
- **Finance Directors**
- **Credit Controllers**
- **Accounts Payable**
- **Account Receivable**
- **Payroll**
- **Finance Analysts**

Finance is one of the most important components of a business's success. Skilled finance professionals are fundamental to that success.

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We're here. Let's talk.

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