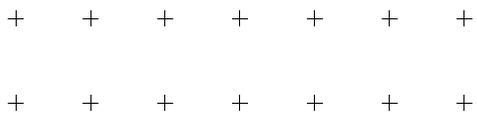
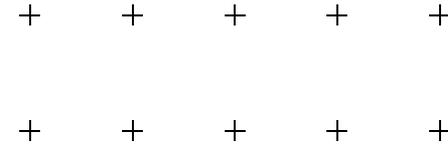


Life at Croud





This is Croud

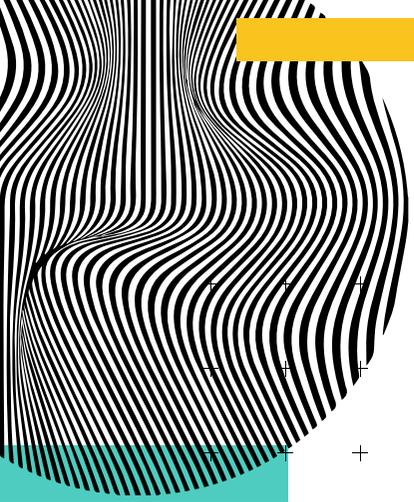
We are a fast-growing global business of passionate digital marketers, supported by custom-built technology and the world's first crowd-sourced network of digital experts, known as 'Croudie's'.

Our Croudie network allows us to work with talented digital specialists from all around the world, whose expertise spans a wide range of digital disciplines, including videography, copywriting, localisation and more, enabling us to deliver more for our world-leading clients.

Our team is central to the drive, commitment and passion we show for our clients. We want to recruit people who aren't afraid to question the status quo, constantly reinvent what we do and have a relentless focus on results.

To better service our clients and further grow Croud's family, we welcomed the leading luxury performance agency, VERB Brands, and the data and analytics team at impakt Advisors to the business in 2021.





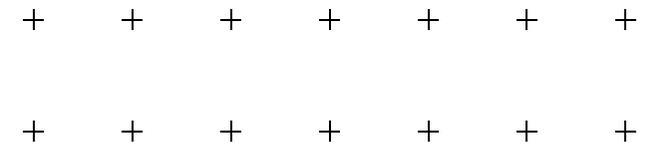
Croud UK is the birthplace of this company, and is home to our amazing in-house experts in London and Shrewsbury, who provide our clients with quality service, while upholding Croud’s main values: passion, imagination and integrity. With the hard work of our dedicated employees, Croud UK has provided services for world-renowned brands, and has won a number of awards for our work.

Croud offers a clear path to progression for all members of staff. We are committed to offering development opportunities alongside a support system of regular performance reviews. The opportunities are endless! This guide will inform you of the amazing opportunities, benefits and culture offered at Croud.



Croud fosters a warm and inviting environment that makes new employees feel welcome and a part of the team from day one. I have yet to meet a person at Croud I don’t find to be genuine, hardworking, and easy to get along with in the workplace.

Alexandra Lance - Senior Biddable Account Manager
New York





Our values



Passion

At Croud we really care about what we do – and about doing a brilliant job for our clients.



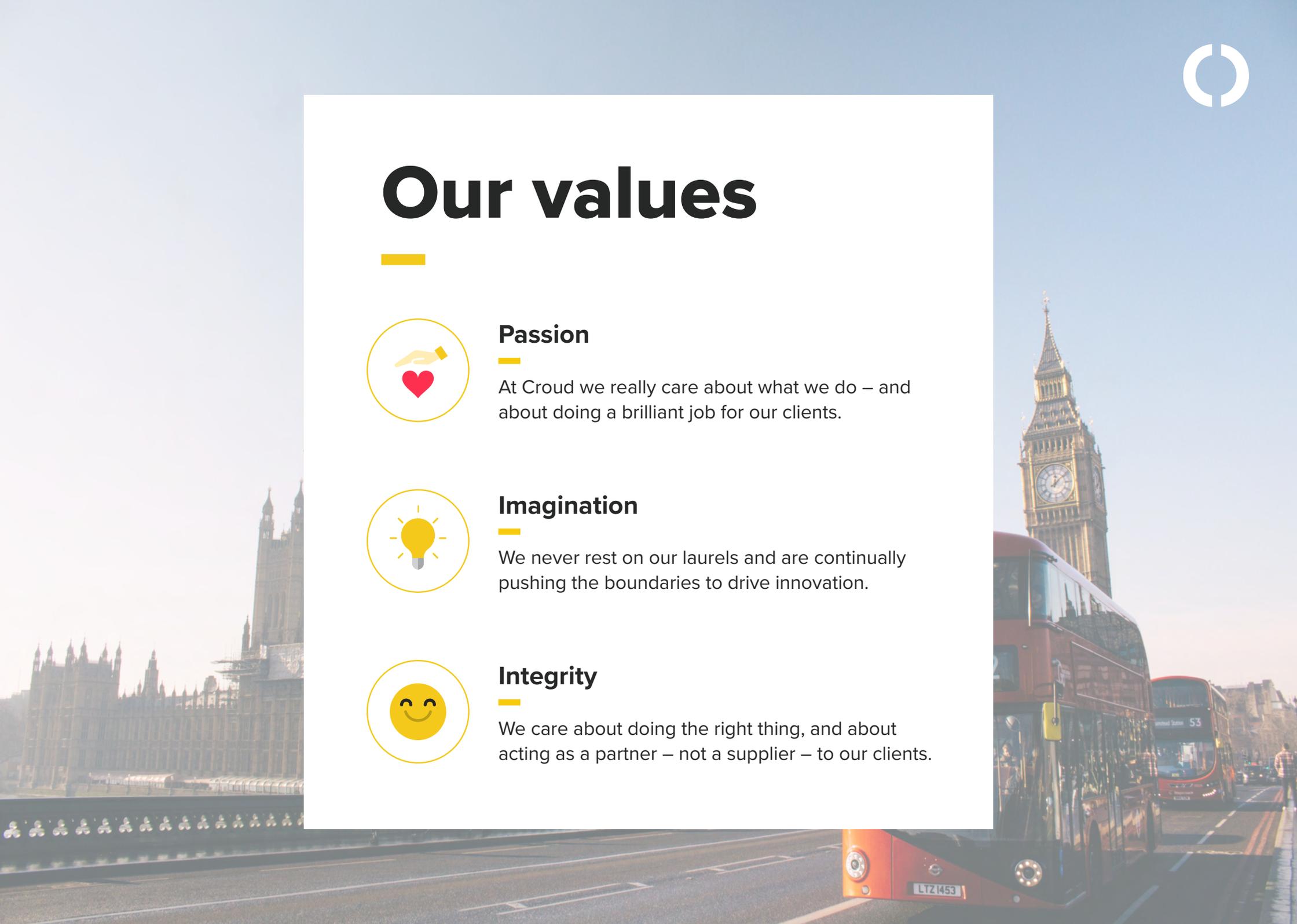
Imagination

We never rest on our laurels and are continually pushing the boundaries to drive innovation.



Integrity

We care about doing the right thing, and about acting as a partner – not a supplier – to our clients.



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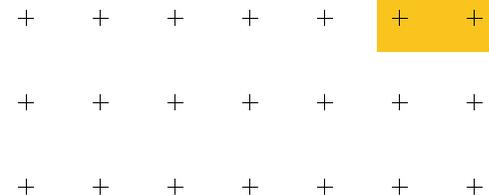


Health & wellness benefits



At Croud, we strive to help our employees lead happy, healthy lifestyles that are best fit for their needs.

Whether it be within our office walls or beyond, the health and wellness of our employees is always a top priority. From onsite amenities and support, to generous benefits packages, we like to make sure you're taken care of.



Mental health support

Croud provides employees with counselling and support services, and access to a 24/7/365 helpline which provides: immediate access to emotional support from a qualified counsellor; referrals to counselling and Cognitive Behavioural Therapy support; and support for managers and HR professionals to help them support their teams.

Gym membership contribution

Make your fitness a priority. We'll reimburse 50% of your monthly gym membership (up to a maximum of £30). This can include fun workout classes or a membership to your local fitness centre.

Eyesight testing

At Croud, we always encourage our employees to take breaks from their screens to ensure that their mental and physical wellness is at its best - that's why we offer eyesight testing reimbursement to all employees. Employees can claim up to £30 for an eye sight test once every 12 months.





Free fruit, breakfast cereals, and tea & coffee

Fancy a snack? Our kitchen area is always stocked with fruit, breakfast cereals, tea and coffee, and chocolate bars. Dig in and treat yourself to a nice snack while you work.

Wellbeing resources

Croud shares a number of wellbeing resources with our employees, including the Wellness Cloud and Parent Cloud, online hubs that give our employees access to guides, webinars, and a variety of other resources on topics including employee wellbeing, therapy, nutrition, child behaviour and much more.

Home office chairs

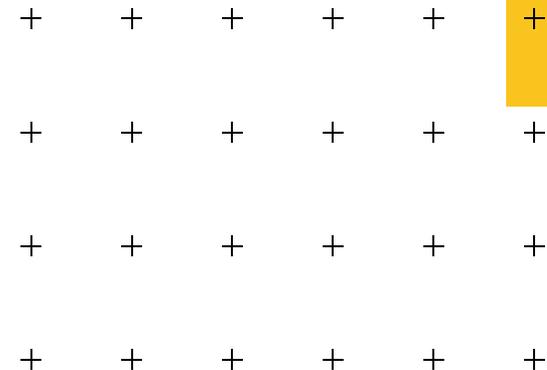
Need a new home office chair? We make sure you're comfortable working both in the office and at home. Croud offers a financial contribution of up to £100 to purchase a suitable chair for working from home.

Meeting block over lunches

As the COVID-19 lockdown persists, we've implemented an internal meeting block over lunch hours (12:30pm - 1:30pm) in efforts to support our employees' wellbeing and to reduce the WFH fatigue that comes with a countless number of Zoom calls.

“ [There is] never ever a dull moment! It's got all the best bits of agency life - the hustle, the variety, the swag - but in a culture that's genuinely inclusive and supportive.

Sophie Wooller - Director of Digital Transformation
London

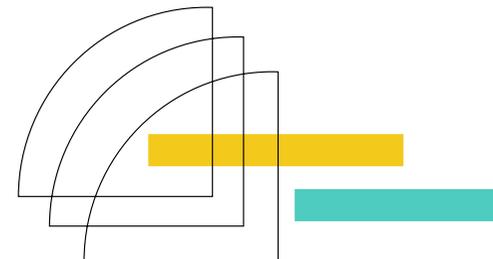




Flexible work options

We understand what it takes to maintain a healthy work-life balance, and that includes time away from the office.

Croud offers flexible work options, including paid time-off and an enhanced maternity and paternity package, to allow employees to responsibly tend to the needs of their families and themselves.



Paid annual leave

We offer our employees 25 days of paid annual holiday - subject to business needs and prior approval of your manager. If you do not use 25 days, you can carry forward five days into the following year.

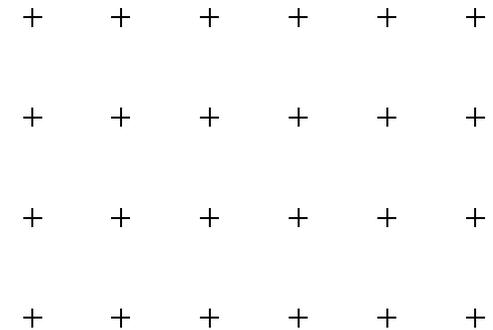
“

I joined in April 2019 as an Accounts Receivable Manager, and it has been an incredible journey working for Croud. I feel like I'm part of a family who has supported me in my work life and study balance.

Pranita Gurung - Financial Accountant
London

Sabbatical

In recognition of service to Croud, employees are eligible to request an unpaid sabbatical of one month after five years of continuous employment.



Remote working opportunities

In recognition of service to Croud, employees can request to work out of another Croud office or remotely overseas for one to two weeks, respectively. They can also request to work from home for up to three days a week, and can begin and end each day at flexible hours. UK employees also benefit from a 4:30pm finish every Friday, so you can get your weekend started earlier!

Enhanced maternity/paternity package

We offer enhanced maternity/paternity pay to all employees with a minimum of 12 months service. For mothers to be, we pay enhanced maternity pay at six weeks of full pay and 12 weeks at 50% pay. For fathers to be, we provide two weeks at full pay.

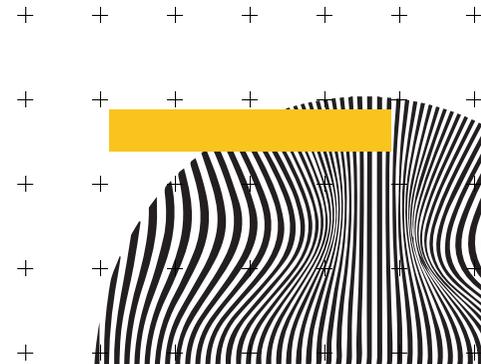




Hybrid working model

We recognise that in today's society, agile working is important for both work-life balance and productivity, so whilst we want to maintain our incredible office culture, we want to empower employees to flex their working hours and location to suit their needs.

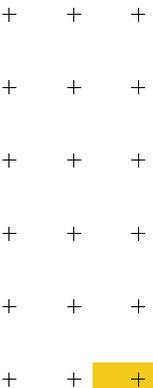
To ensure our employees are working in a safe, comfortable environment, Croud has adopted an agile working policy across all five offices. Staff are required to work in the office a minimum of two days per week. During the remainder of the week, employees have the freedom to work from home, or any other workspace that they deem best for their health, wellness and productivity.



Financial benefits

Croud believes in rewarding employees for their hard work, and recognising those who go above and beyond to help the business grow.

All Croud employees are eligible to participate in equity schemes, and to receive bonuses and commission based on their performance.





Sales commission

With any lead that successfully converts to a sale, we'll pay you a percentage commission, and award commission to everyone who's made a significant contribution to winning a new piece of business.

Commission will be paid quarterly based on the first year revenues depending on the level of your contribution.

Discretionary annual performance bonus

Croud offers discretionary annual performance bonuses to acknowledge and applaud our employees for their hard work. Employee salaries are reviewed annually, and are subject to increase based on work performance measured throughout the year.

Recruitment referral bonus

Know someone who can be a great asset to Croud's team? We hate paying recruitment consultants! We pay a generous bonus for referring new hires to Croud. The bonus is payable once the recruit has completed their probation.

Pension scheme

We operate an auto-enrollment company pension scheme - you will join the scheme as soon as your employment commences, unless you opt out. You have to contribute a minimum of 5% of your salary, while Croud will contribute 3%. You can increase your own contributions at any time.

“

Croud is my second home, really. I have been here for a long time now. It's easy to feel very comfortable at Croud but always motivated enough to keep working hard. It is unique and has been a very enriching experience for me to be here. Benefitting from the share option scheme changed my life and brought me possibilities that would have been so far out of reach for me otherwise.”

Ellie Ratheram-Ball - Senior Training Manager
Shrewsbury

Equity incentives

We want everyone at Croud to feel part of - and invested in - the business. As such, all new starters receive equity in the company, so you can share in Croud's success as a business.

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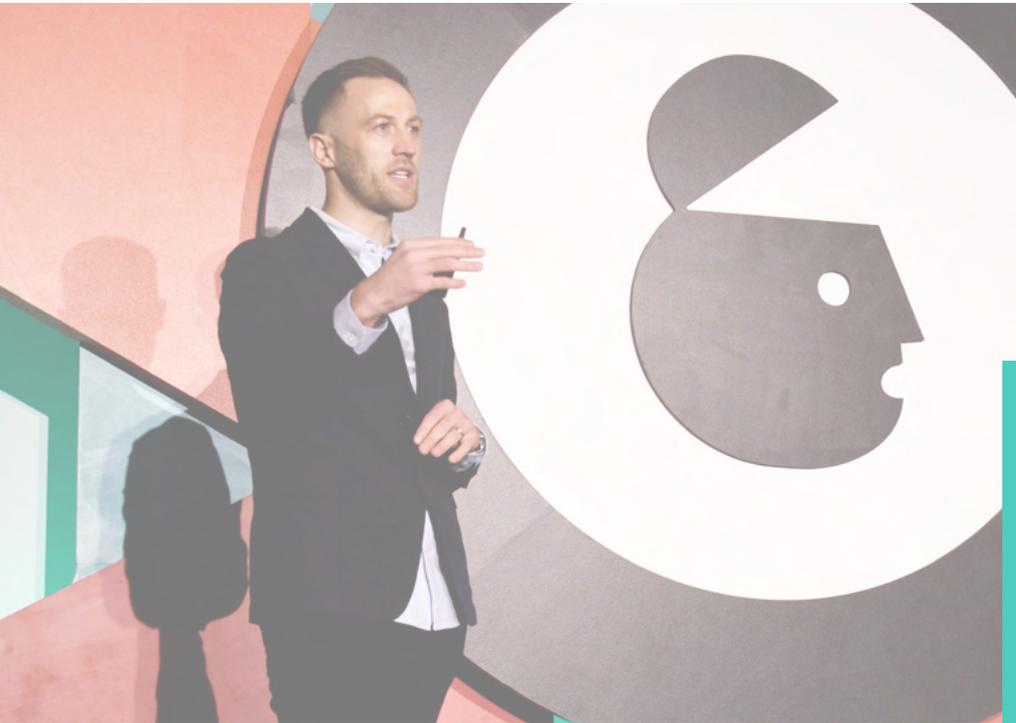


Culture & community

At Croud, we take pride in our team spirit and community feel across all five of our offices.

Our goal is to always offer a work environment where our employees have fun and feel supported by the Croud community. We provide all of our employees with a hub of resources to network, along with other opportunities to connect and learn from each other.





Crouded House

We like to make sure we stay connected with each other - that's why we hold Crouded House once a week - an informal get-together with the whole team to share updates on what they've been working on.

From the SEO team to the marketing team, we make sure we keep everyone in the know.

Team off-sites/regular socials

Croud likes to hold regular opportunities for everyone to socialise, grow stronger relationships and exercise our team building skills. Join the family to come along with us on all of our team adventures!

Monthly shopping requests

Have a sweet tooth? Or a favourite savoury snack? Croud offers employees an opportunity to add their food cravings to a list of monthly shopping requests.

We like to give our employees an optimal in-office experience and make them feel at home - and that includes in the kitchen.

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International buddy system

With our offices spanning around the world along with our quickly growing team of digital experts, we wanted to make sure our employees always felt well-connected.

Thus, we've created an international buddy system through which employees can elect to be partnered with someone from another office or within their own, to share global updates and insights about the company.



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Day to make a difference

We understand that everyone at Croud has different causes and charities that are important to them. With that in mind, we launched a global initiative, Croud's Day to make a difference, which allows employees one volunteering day every year, to give back to the community and support a charitable organisation of their choice.

Year-round holiday parties

It's no secret that we like a good party - every year, we hold celebrations to welcome the Summer and the Christmas season.

They're always filled with food and drinks, fun activities and good company.



Marketing events

From webinars to conferences, Croud will open doors of opportunity for you to both attend and speak at some of the most notable digital marketing events. Enjoy growing your network and mingling with other experts in the digital marketing industry.

Culture club

Our award-winning company culture means everything to us, and we're dedicated to upholding and furthering Croud's diverse, inclusive and fun-loving work environment - and the culture club allows us to do just that.

The culture club is a group of like-minded people within our in-house team, who strive to support Croud's company culture by creating exciting company events and activities for everyone to enjoy.



Diversity & inclusion

We believe that a diverse and inclusive workplace allows for diversity of thought, and it has become crucial to us that these values are at the heart of our community here at Croud.

Diversity and inclusion is a growing priority at Croud, as we aim to ensure all our employees, irrespective of gender, race, sexual orientation, disability, religion, sex, age or marital status, feel safe and welcomed.

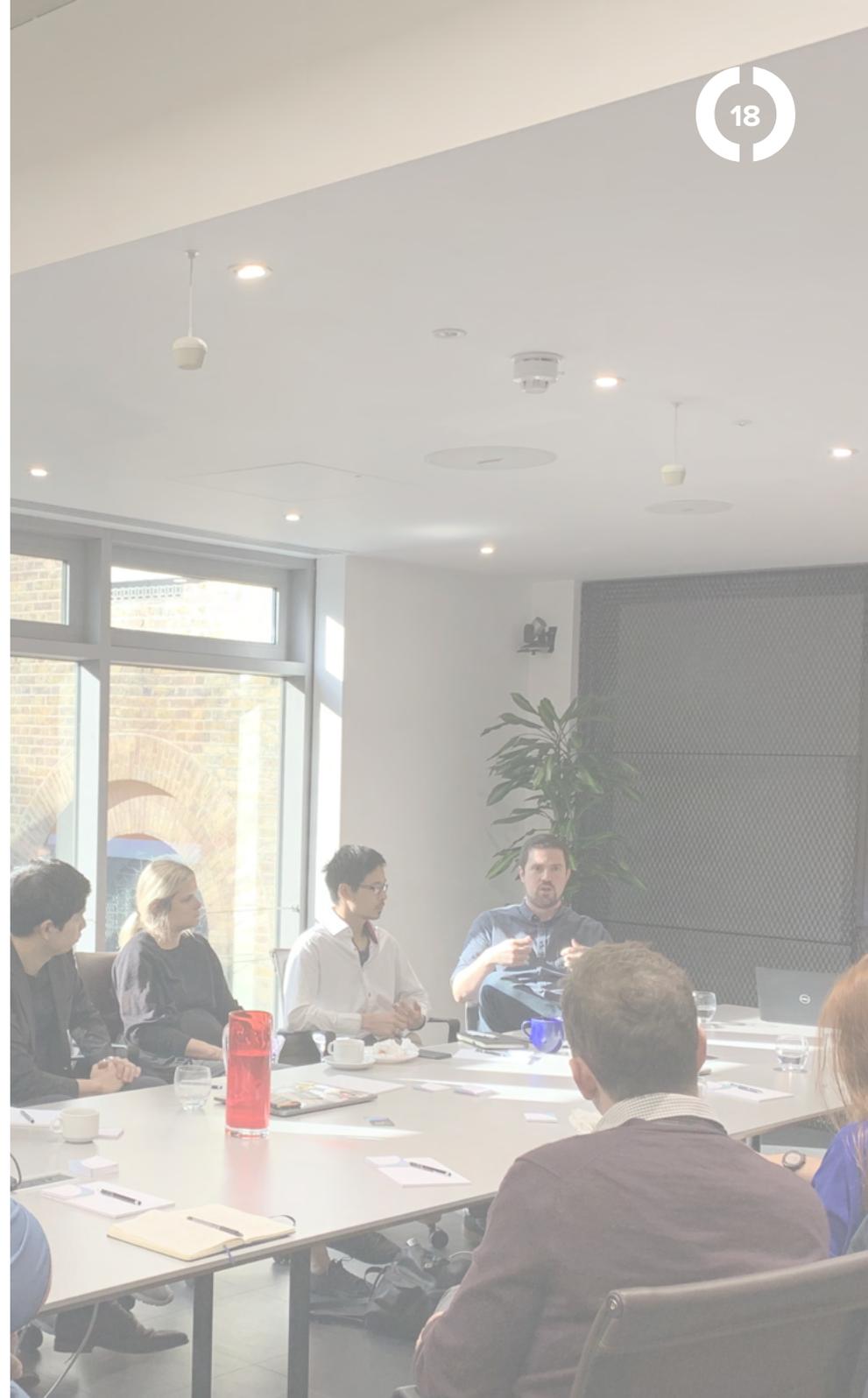


D&I steering committee

Our D&I steering committee is made up of a diverse group of people from all five offices across the business, who focus on leading D&I initiatives, like events, working groups, and cultural celebrations. Working closely with the operational board and HR team, they make proactive and informed decisions to help educate and support our employees.

“ The caring culture and can do attitude is something you really feel when you work at Croud. You’re definitely never just treated like a number - whether the company is 50 (like it was when I started) or 350+ (like it is now), we’ve always maintained a strong culture that inspires you to work hard and reach your goals.

Emma Hunt - Commercial Operations Manager
London



Working groups

While we view the entire business as one big family, we understand that every individual has different walks of life and communities they feel comfortable connecting with.

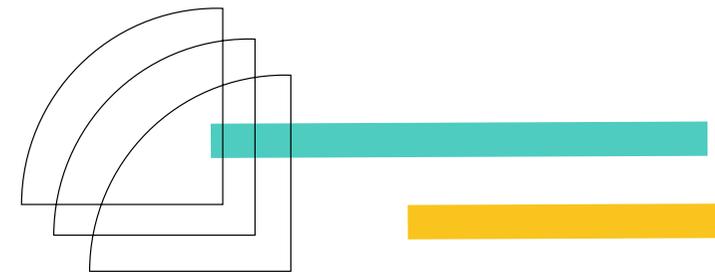
To further support our team and ensure they have a safe space to discuss topical news, we've launched D&I working groups to help individuals build networks within the business with like-minded people, and learn more about how they can support and drive change in their respective communities.

We offer a wide range of working groups for staff to get involved in, focusing on everything from mental health and wellbeing, the LGBTQ+ community, the BIPOC community, women in the workplace, and more. This allows people across the business to learn, connect, and suggest new ideas that can help further develop Croud's culture.

“ I have worked in a few difficult environments in the past where I didn't enjoy going in every day, and have struggled with stress and anxiety. At Croud I know that I can speak to anyone on the team if I need help, and I know that they have the best intentions for me.

This makes for a more relaxing environment, and without the stress and anxiety, I am able to be more confident in my abilities and feel like I'm actually going somewhere within the company.

Amy Mason - Croudie Operations Manager
Shrewsbury



Annual diversity report

Every year, Croud launches our global diversity report, which examines the representation of gender, ethnicity, sexual orientation, education, age religion, disability and employment status of all those at Croud.

The report also explores our employees' current sense of belonging and feelings of inclusivity within the business, and allows us to celebrate our achievements and identify areas that need further development.

This report is crucial to us as a business, as it allows us to maintain transparency with our staff, and outline our main initiatives and commitments for the coming year.



Environmental initiatives

We love our world and take its wellbeing seriously.

We always encourage our employees to join us in taking the necessary steps to help preserve the health of our planet, by implementing eco-friendly practices in our offices and offering ways to travel responsibly. As a result, Croud has received a silver rating from EcoVadis for two years in a row, recognising Croud's dedication to the environment and wide range of other CSR initiatives.

This means that according to the EcoVadis sustainability recognition levels, which is based upon the percentile ranking of a company's EcoVadis score, Croud sits within approximately the top 25% of businesses when it comes to sustainability.



Eco-friendly work environment

Croud is a paperless workplace, meaning that we avoid printing as much as possible and rely on email, chat and online documents. We also actively partake in recycling, and have automatic lights in our offices to help conserve energy.

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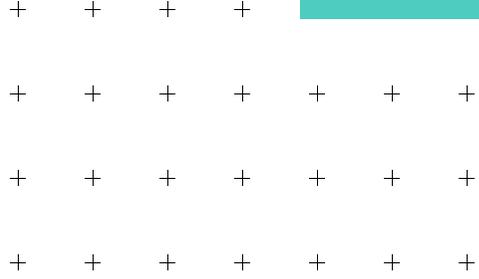
This organisation has truly changed my life and allowed me to feel fulfilled professionally and personally. Croud didn't give up on me and allowed me to join the right team where I have been able to grow and develop my skills.

Juliana Faustino - Head of Croudie Operations
Shrewsbury

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Sustainable partners

At Croud, we try our best to ensure we're making the most responsible shopping decisions by shopping with sustainable brands where we can for our office needs. We strive to fill our offices with eco-friendly, recyclable products as much as possible.

Ride to work scheme

Ride responsibly by investing in a better way to travel. Spend up to £1,000 on a new bike and accessories to save 32-42% in tax through a salary sacrifice. You'll repay the net amount through payroll over 12 months.



Travel benefits

As a global agency, Croud offers travel benefits to our employees and encourages opportunities to explore.

Employees are given the chance to travel across the world and connect with others globally, and are provided options for making the more simple trips to and from the office easier.

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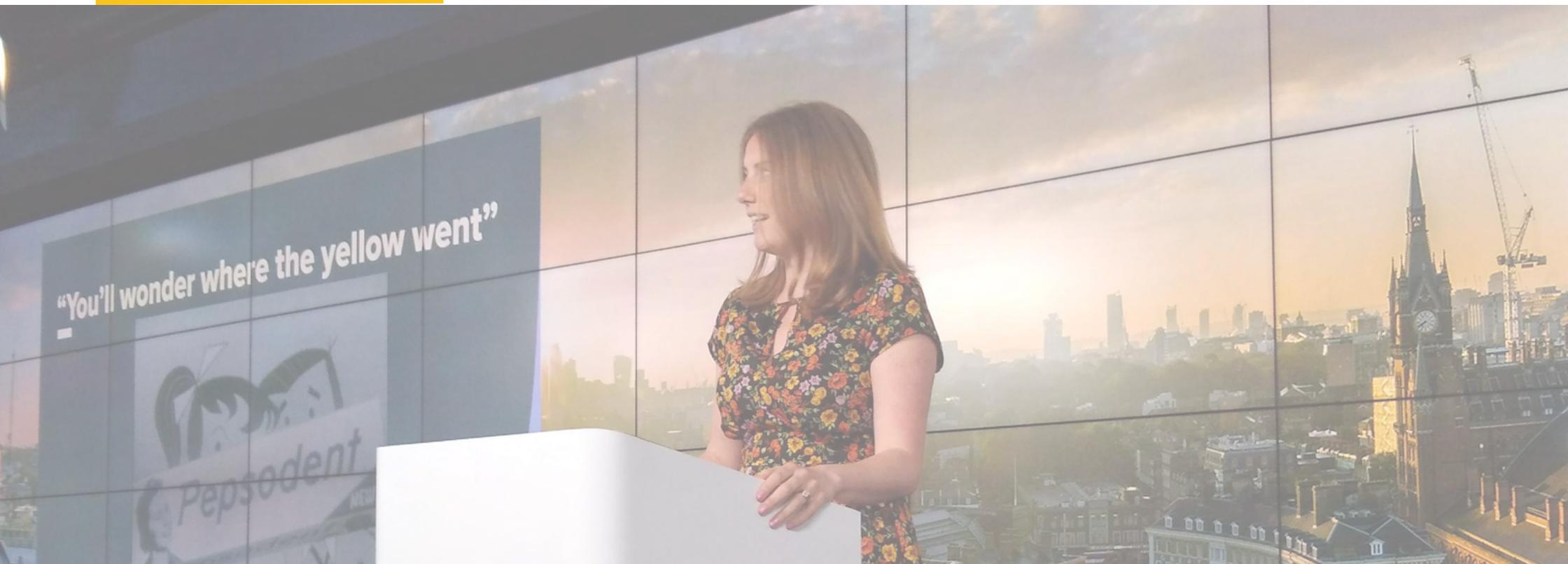
Travel opportunities

We're a global agency, so travel is in our blood. You can earn an opportunity to fly across the world with us to explore and meet with others from our global network. Employees will be reimbursed for all company-related travel expenses upon approval by management.

“

I have learned so much in the last two and a half years, and grown so much both personally and professionally due to the space Croud has created. I've gotten the chance to work on incredible brands, I've gotten promoted, and I've been able to travel to the other offices and create international friendships. I wouldn't change my experience so far for the world (and it isn't over yet!).

Katie McMahon - Associate Biddable Director
New York



Railcard

If you travel by rail on company business, we are delighted to confirm that you are eligible to claim expenses for the purchase of a personal 16-25 or 26-30 railcard at £30 per year. This is a great benefit to you as Croud will pay for your railcard and you can use it for as much personal rail travel as you would like (provided you meet the criteria for railcard eligibility of course!)

Season ticket loan

All employees are entitled to participate in the Season Ticket Loan programme - this is an interest-free loan provided to employees in order to purchase a season ticket intended for travel to and from work.

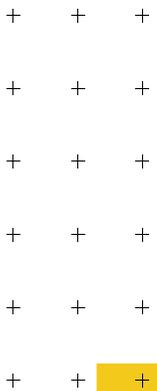




Learning opportunities

Our employees' learning and development are a top priority to us.

Croud offers an endless amount of support, resources and opportunity for our teams to grow and deepen their knowledge in areas of interest to them. We encourage our employees to attend webinars, events, courses and more, to expand their learning in and beyond their respective fields.



Croud-hosted training sessions

Croud holds regular webinars and training sessions, and provides opportunities to attend external sessions to help support your growth and learning process.

“Croud is a great agency to work at. You really get the best of both worlds: small agency vibes and big agency resources.

Maxime Rouison - Business Development Manager
Sydney





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Croud sponsored learning opportunities

Looking to take a course outside of Croud’s resources? We are open to sponsoring new learning opportunities within reason, if it means you’re learning and expanding your interests.

“ We have been able to build something amazing - and everyone contributes to that success. It’s the “opportunity to succeed” that the Croud culture underpins and reinforces that makes it so rewarding to work here.

Chris Ford - Head of CRO
Shrewsbury

Croud Campus

Croud is dedicated to leading the next generation of digital professionals through Croud Campus, our comprehensive online learning platform, providing 600+ digital marketing courses, networking opportunities, and interactive ways to learn.

The online learning platform supports Croud's internal staff, Croudie network, and the professional growth of individuals within Croud's graduate programme, apprenticeship scheme, and internship plan.





Shouting about success

At Croud, we love celebrating the success of individuals, teams, and clients.

We offer a number of opportunities all year round for our employees to shout about their successes - from entering and attending award ceremonies to rewarding one another for our daily triumphs; no case is too small for us to celebrate.



“ Being a part of the growth of Croud Control has been very rewarding. I have seen it improve massively. Along with that, my skills have grown as we advance in the usage of technology and improve the platform to help the agency work more effectively.

Antony King - Systems Engineer
Shrewsbury

Award ceremonies

Gain opportunities to enter in and win awards for the work that you're proud of! Submit your work into some of the most notable award ceremonies in digital marketing to gain recognition for your achievements with Croud.





Friday Five

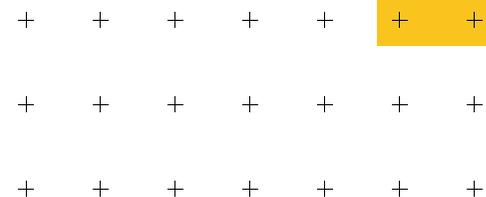
To celebrate our incredible teams and all of the great work that's happening across the business, Croud's operational board launched Friday Five, a weekly round-up highlighting the most memorable moments at Croud, from the past week.

This offers staff visibility on exciting news coming out of different offices and the opportunity to celebrate each others' accomplishments.

Bonusly

Croud uses to allow our teams to reward and celebrate one another for our daily triumphs. Bonusly is a platform that enables Croud employees to give 'Croud Coins' to colleagues in recognition of their successes. Employees can then redeem their coins for a wide variety of rewards - from high street shopping vouchers to charity donations.

The small successes throughout each day are just as important to us as the big ones; we try to tie these achievements back to Croud's values of passion, imagination and integrity.





Our locations

London

39 Tabernacle St
London
EC2A 4AA

Shrewsbury

Abbey Foregate
Shrewsbury
SY2 6AH

Sydney

26-28 Wentworth Ave
Surry Hills
2010

New York

450 Broadway
New York
10013

Los Angeles

4136 Del Rey Ave
California
90292

recruitment@croud.com careers.croud.com 020 8017 7723