

eBrands



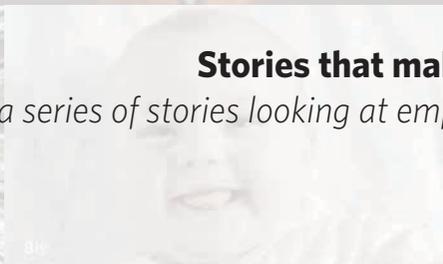
Story #2

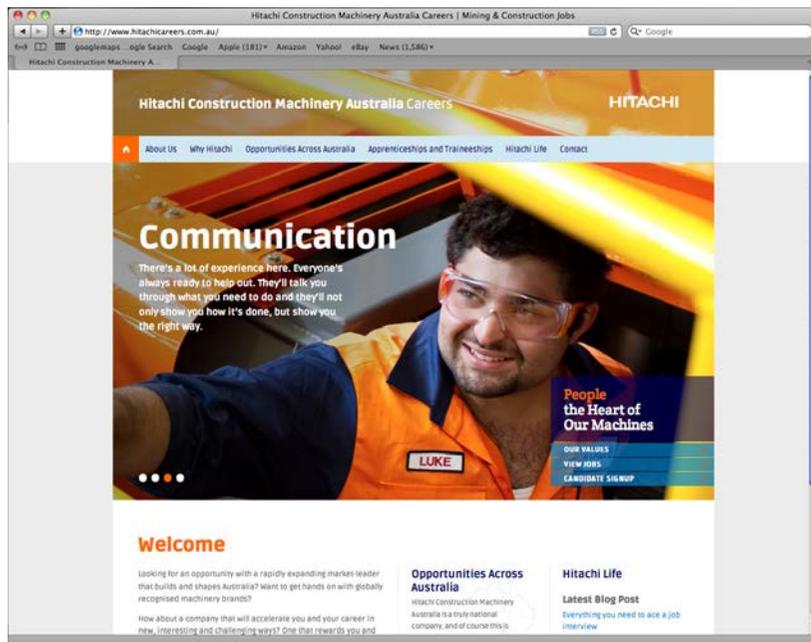
Hitachi Construction Machinery

'People: the heart of our machines'

Stories that make you look twice

One of a series of stories looking at employer branding from a fresh perspective.





Careers website homepage – People: the Heart of Our Machines

*Workers who are actively disengaged have higher absenteeism, more safety incidents and lower retention rates. They are estimated to cost the country's economy \$54.8 billion annually.**

**2013 State of the Global workplace, Gallup*

Finding and replacing good people using traditional methods is costly to everyone. Hitachi considered it high time that their company was viewed in a similar light to other blue chip companies and taken seriously in their area of expertise by expressing exactly who they are to the outside world.

When Hitachi wanted to improve its talent attraction pipeline and integrate a large number of new employees, it engaged eBrands to help. With no Employee Value Proposition (EVP) in place, it was time to create effective employer brand equity. The result was bringing Hitachi's reason for being to life by creating an emotive brand character. In addition, eBrands investigated how to improve Hitachi's recruitment work flows; and helped to put retention strategies in place.

HITACHI



**Product/Organisation type
/Business**

Heavy industrial and
construction equipment

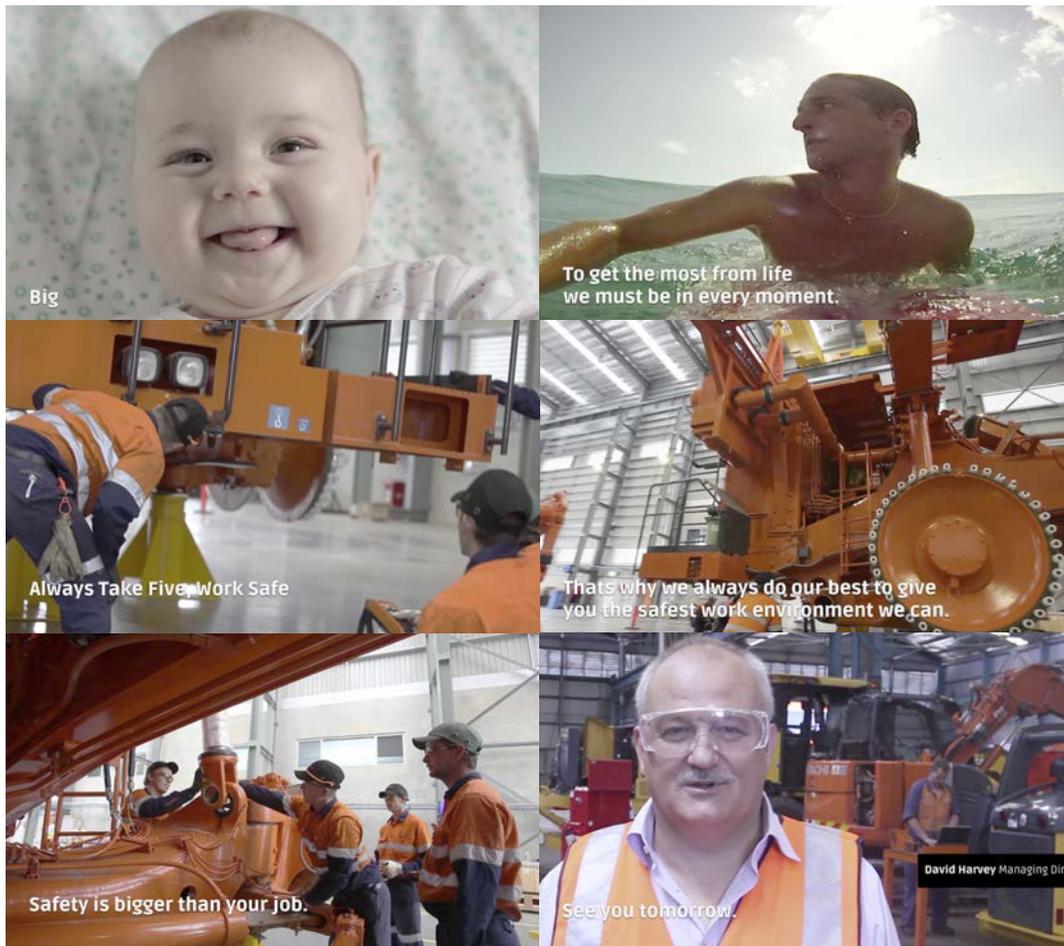
Positioning

When the arrow hits the bullseye
everything just works.

When a business improves its
recognition as a large-scale employer
by communicating employment
success factors and culture openly, it
creates appeal. The positioning and
employment philosophy captured
for Hitachi espoused the relationship
between their superior products and
the people that worked to deliver
them. This clarified the business for
new intake and made for an enticing
proposition, subsequently generating
huge savings compared to the cost
of recruiting large numbers through
their old methods.



The people who work at Hitachi and deliver superior service and products



Target Audience

The target audience comprised of professional and skilled workers who shared Hitachi's philosophy regarding customer service, technology and reliability. Age was no barrier. Job seekers were required for management roles, white collar and blue collar roles, trainees and apprentices positions - they were all part of the target mix.

Employment experience and safety videos

Hitachi Construction Machinery Australia Careers HITACHI

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[why hitachi](#)
[Opportunities Across Australia](#)
[Apprenticeships and Traineeships](#)
[Hitachi Life](#)
[Contact](#)



Why Hitachi

[Career Paths](#)
[Employee Benefits](#)
[Our Values](#)
[Training Academy](#)

In addition to working with world class brands such as Hitachi, John Deere and Bell, Hitachi Construction Machinery Australia offers a great combination of elements to attract new talent to the business.



Career Paths

We offer career paths in Sales, Parts, Service and the Corporate Support areas of our business.

Employee Benefits

You work hard, our company works hard to reward you.

Our Values

Whilst it's our machines that are most visible, it's our People who are at the heart of them.

Training Academy

We are committed to providing continuous training & education for all our staff and customers.

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Our Values

Whilst it's our machines that are most visible, it's our People who are at the heart of them. Our people is what keeps our machines, our company, our customers and our success ticking.

People are the heart of our machines.

Our values are drawn from our global parent and define the type of people who work here. Check them out below. Do they ring true? If so, then you'll fit right in.

Our key values are:

- Safety takes priority over everything else.
- We keep our promises.
- Quality in everything we do.
- Providing value for all stakeholders – our staff, our customers, our suppliers and our owners.
- We subscribe to open communication.
- We respect each other and the environment we work in.
- We conduct ourselves with integrity.

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Our communications strategy

eBrands created an Employment Value Proposition applied to a careers website with appropriate job search and application workflow functionality. Social media strategies to create brand engagement and awareness were developed, as was digital content around employment experience and safety in the workplace. This was all made possible by communicating the essence of the employer brand throughout the communications and social networks.

Careers website



Employees living and breathing the employment philosophy

eBrands expertise on this project

- eBrands created a compelling EVP positioning and employment philosophy
- employer brand visual identity
- employment experience video
- employee safety video.

More stories for another day:

SunRice

Kimberly-Clark

Pharmaceutical and Medical Professionals

Coca-Cola Amatil

Crossmark

BAT

Tip Top



If this piques your interest, contact Mark at eBrands and ask him to send you one of our stories.
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