

Careers

Innovative ideas by caring people
Be surrounded by people who share your passion for the work you do, your products and your company.
Be inspired to perform at your best knowing that your ideas and passion helps improve the world.
It's a part of our DNA and our brands to the very heart of how we treat our employees.

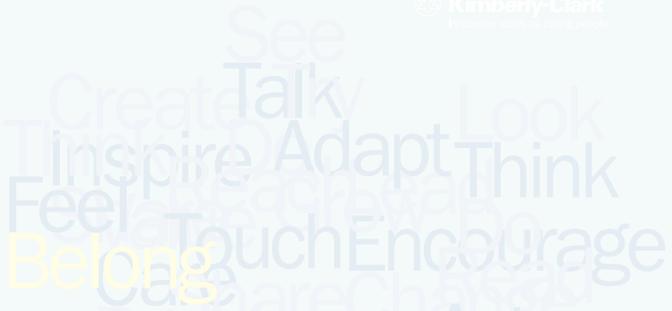


Discover Kimberly-Clark
Join the 1050 employees in Australia & New Zealand and the 55,000 employees around the world who work to find more innovative ways to improve the health and hygiene of people every day, everywhere.



Story #1 Kimberly-Clark

'Innovative ideas by caring people'



Stories that make you look twice

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

Lead teams and manage global brands across two large supported categories nationally and internationally. Implement your marketing skills with a new and exciting work environment when launching new products from a fresh perspective. Your website fr...

MARKETING

Lead Inspire Create

Lead teams and manage global brands across two large and well supported categories nationally and internationally.

- Develop and implement your marketing skills with a team
- **Inspire** colleagues when launching new products and brands
- **Create** a stimulating and enjoyable work environment for yourself.

Check out the careers section on our website for jobs in **Marketing** and our **Sales Divisions** by visiting: www.kca.com.au/careers

 **Kimberly-Clark**
Innovative ideas by caring people

 **Kleenex**
BRAND

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*Research has found that Australian workers are seriously disengaged. The Gallup study found that six in 10 workers are not engaged with their job or employer, while 16% are actively disengaged.**

*2013 State of the Global workplace, Gallup

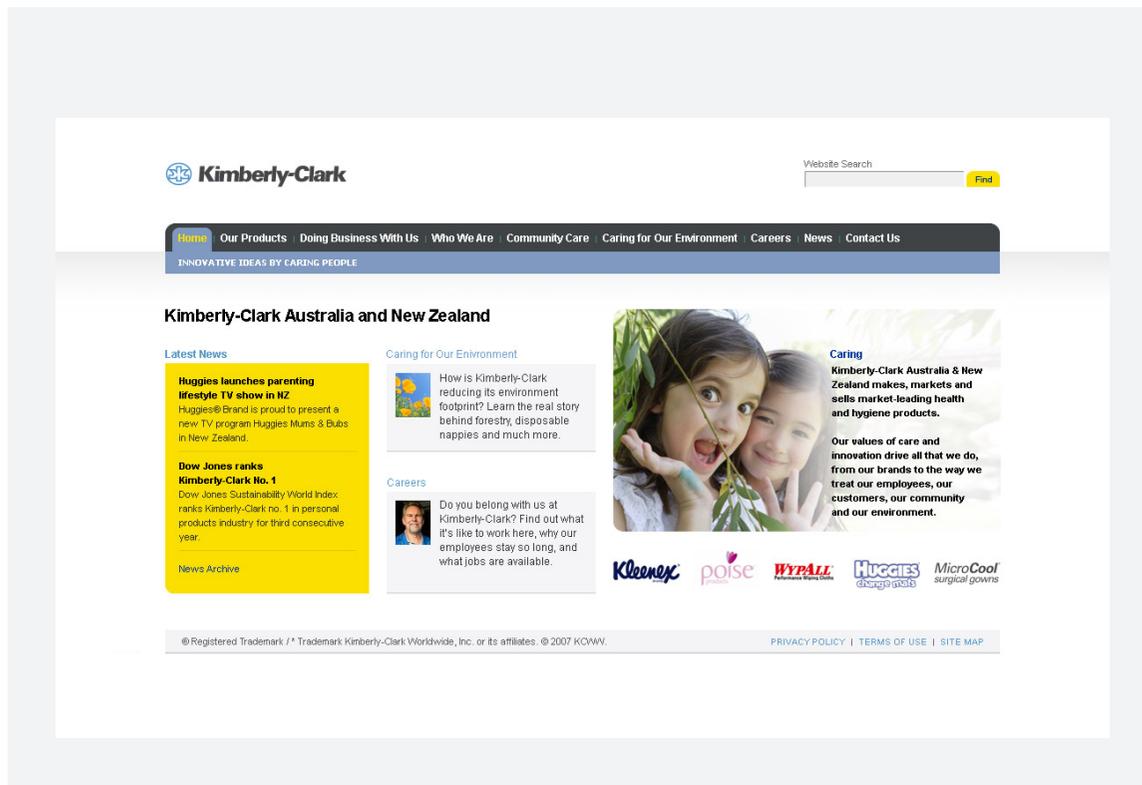
Would employees fit in an environment that really cares about the products it manufactures, empathises with the end user and embraces innovation? Could an employee 'belong' at Kimberly-Clark? The company needed to optimize its chances of attracting unique, inventive talent to help its bid to change the world for the better and to enhance customers' health, hygiene and well-being. So, how did Kimberly-Clark cut through to this talent?



Product/Organisation type
/Business
Health and Hygiene

Positioning
By authenticating the employer value proposition to underpin appealing content ideas, designed to resonate with job seekers who were the right fit, Kimberly-Clark found innovative people who actually care. Kimberly-Clark optimized its chances of attracting unique, inventive talent that shared their belief to change the world for the better and to enhance customers' health, hygiene and well-being.

Postcards from 'How do you explain who you work for' booklet



Target Audience

Thoughtful, inventive, caring and passionate individuals across all ages who want to become part of the Kimberly-Clark family and be the best they can be for customers, the end users.

Website design built with digital interactive experiences

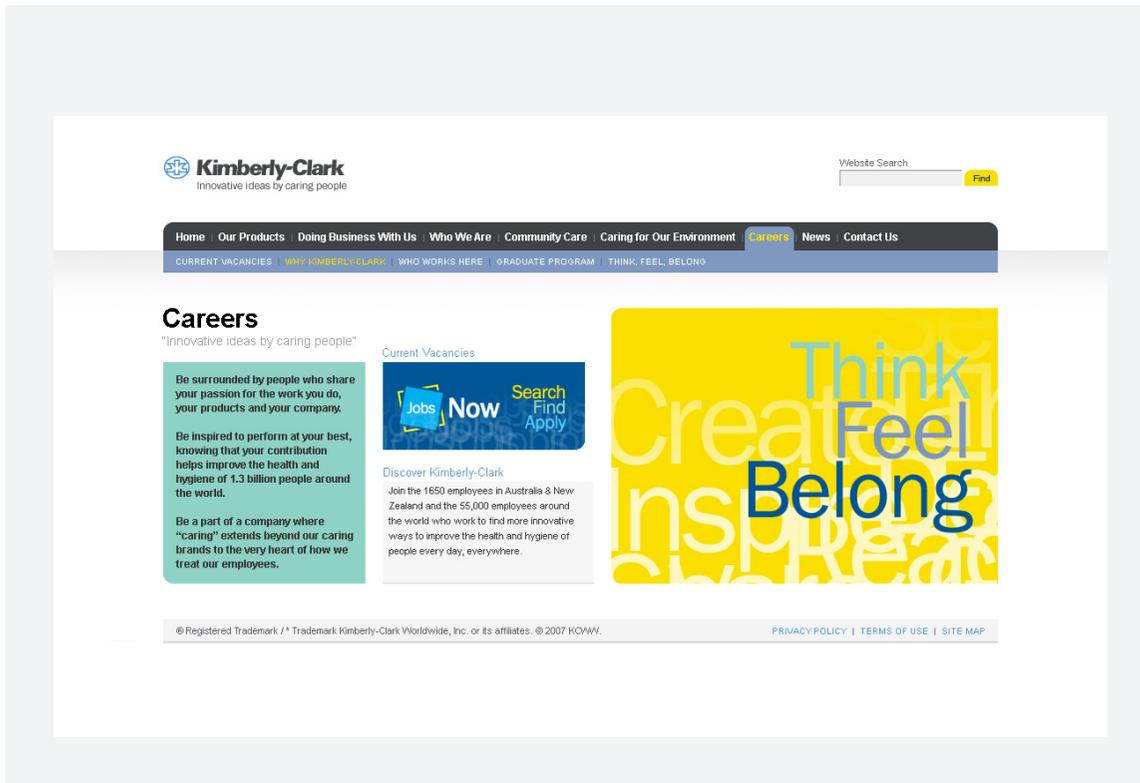


Our communications strategy

Working with eBrands, Kimberly-Clark discovered what made people proud to work there. eBrands learnt that everyone felt 'innovation' and 'care' were widespread throughout the company. Innovation and care in the way products were continuously developed and produced; the way employees treated each other, the way Kimberly-Clark's brands had a unique opportunity to touch people's lives through their use, and in the way it considered its impact on the environment. Community is the company. This is who Kimberly-Clark is.

A powerful Employee Value Proposition (EVP) reflected by the tag line 'Innovative ideas by caring people' reflected the inventive character of the company and the caring nature at the heart of each employee.

Household name brands exposed to over a billion people around the world.



Website design with digital interactive experiences

eBrands expertise on this project

- eBrands created a compelling employer value proposition
- Employer brand identity
- Print and electronic communications
- 3-D animation
- Digital interactive experiences
- A voice to help achieve the company's vision for its employees.

More stories for another day:

Hitachi Construction Machinery

SunRice

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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