

FUJITSU

# Create your own recruitment communications



The Fujitsu employer  
brand toolkit



# Transforming the opinions of millions

Whenever and wherever we present ourselves to the world, we have an opportunity to transform the opinions of the millions of people who will see our recruitment communications, helping each and every one of them to understand exactly what it's like to work here. This way, they can then make an informed decision about whether working at Fujitsu is right for them or not. We've made this process simple and straightforward, to help you create recruitment materials that celebrate our uniqueness and separate us from the competition.

## Flexibility within the framework

The best brands in the world are instantly recognizable and we are no exception. That's why we have developed this toolkit to help you create instantly recognizable communications, whilst at the same time, giving you the flexibility to build variety into your marketing.

# How we present ourselves to the world

To create a consistent framework for all communications, we spoke to colleagues at every level, to understand exactly what it's like to work here. From this research, we created our employer brand framework – five promises that we know we can confidently make that will help us to achieve our goal – helping people connect emotionally with us as an employer.

Our employer brand is connected to our corporate brand, but these promises help us stand out and stand apart for all the right reasons. This distinction between customer messaging and employer messaging is important, as it will help us talk to the right people in the right way.

## Our promises are:

**Work your way**

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**Trusted to transform**

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**Do the right thing**

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**Achieve together**

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**Global reach, local impact**

The creative executions on the next page are how we have brought these promises to life. They put our people, and the impact they have on society, at the heart of how we want to be seen by the world.

A more detailed explanation of the creative concept can be found in the Fujitsu employer brand book, but for now we hope you enjoy creating work like this to help build our reputation as a great place to work and help transform the opinions of millions of people around the world.

# Our awareness-raising executions

When you are putting any communication together, these executions are a great reference for what good looks like. You will see these in different forms across our high-visibility communication channels.

## Work your way

As leaders in Hybrid IT we're shaping the way the world works, wherever we are. We shift how we balance work and life to empower our people to create real value for our customers and for society. Supporting everyone to work in a way that works for them.

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## Do the right thing

We create solutions focusing on the needs of today and the impact they have tomorrow. Solutions that support our customers and create a positive effect on society is our responsibility to do the right thing. Working with respect and honesty whilst nurturing our curiosity and imagination to build a better future for all.

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## Achieve together

Together we achieve the extraordinary. Embracing new ideas, and supporting new perspectives is how our teams create outstanding value with their work. Building trust through innovation by collaborating with each other and connecting our purpose with the needs of the world.

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## Trusted to transform

We build trust in society by trusting our people to positively transform the world around them. Building their own path to success and cocreating with their customers to develop solutions with tangible value. Respect and autonomy are at the heart of Fujitsu, where trust is everything.

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## Global reach, local impact

As a global business with a purpose to make the world more sustainable, our people have the resources and support to create solutions that reach every corner of the globe. Transforming the lives of people living in the smallest communities to the largest megacities whilst being globally responsible and locally respectful.

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# Getting the balance right

We might have five promises, but for any given situation, one will always be more powerful than the others. When thinking about your message think about which promise you need to increase the volume on, getting the balance right in your message.



Work your way



Trusted to transform



Do the right thing



Achieve together



Global reach, local impact

# A simple approach

The role and responsibility of attracting the best people to work here is by no means simple. The competition is looking for the same people as we are. The world is rapidly changing and this constant, and often radical shift, is impacting every organization and transforming how and where people work. Our role is make sure that every communication we create is relevant to now. It must be clear, consistent, compelling and above all, simple to create. The following approach will give us that much needed consistency and, the competitive advantage we seek.

## 1. Decide what you need

Are you creating a pull up banner for an event? Or promoting a new initiative internally? Choosing the right format with the right image will help your message stand out.

## 2. Choose the right promise

Whilst all the promises are important, each one can be used to emphasise the unique selling point of your communication.

## 3. Decide on the right headline

Once you've decided on the right proposition, choose from one of the four headlines that deliver the promise in the right way.

## 4. Choose an image

Each visual has been designed with one proposition in mind. However, if you need to create an alternative image, you can create your own by referencing the photography guide in the employer brand book. Please use the below email address for any image guidance.  
[fujitsuteam@creedcomms.co.uk](mailto:fujitsuteam@creedcomms.co.uk)

## 5. Writing in the right way

The way we sound is as important as the way we look. We have written each of the main launch materials in a very human, very straight-talking and very Fujitsu voice. For more information on how to write in the right way please refer to our new tone of voice section in our corporate brand guide.

## 6. Check your work

Before placing your order ensure all work is submitted to the brand workroom and the Fujitsu owner is aware of any submission. Once artwork has been reviewed and an order has been placed we will send you a proof. This is for you to check thoroughly and approve, before we finalise the materials. If you have any questions, please contact your local Employer Brand Manager or the Fujitsu Marketing team.

# Helping you to tell our story

The combination of our five promises creates a very compelling reason for people to join and stay at Fujitsu. And whilst we will use our pre-made executions across multiple platforms to raise awareness of us as an employer, it's in the everyday interactions and conversations, advertising and internal communications, that we can demonstrate our promises in a way that is appropriate to the audience we are talking to at that particular time.

In this section, you can discover the flexibility within each promise and a guide to how to strengthen them in your own way. For each of our five promises, the following pages will help you understand:

- **what the promise means**
- **how it connects to our Fujitsu values and messages**
- **how and where I might use it**
- **the importance of proof points to substantiate it**
- **headlines and words that add value to the promise**



# Work your way

## What the promise means

This is all about demonstrating the individuality of approach that our people around the world take to work. Teamwork can be virtual and progress can happen virtually anywhere. We embrace the benefits of hybrid working and respect the needs of everyone to find the places and spaces where they can perform at their very best.

## How it connects to our Fujitsu values and messages

We empower people to work more creatively. This respect for personal preference is connected to our values of trust and empathy.

## How and where I might use it

This promise will connect with those people who seek freedom in the way they want to work. So let's connect with them by focusing on:

- Working from home vs the office
- Flexibility around hours
- The understanding that real life happens during the working day

And let's use social media, blogs and self-generated video content to show the variety of this promise in action through the personal accounts and stories of our people working their way.

## The proof points to substantiate it

Work your way is a very personal promise and it will mean something different to everyone you speak to. We need to find the evidence that matches this message through the experiences of our people. We can also reference the products we create that bring this promise to life through the work that we do for our customers. Fujitsu Work Life Shift is one of our core services. Using this example under the umbrella of 'Work Your Way' will demonstrate our commitment to this promise.

## Headlines and words that add value to the promise

The following headlines are suggestions for how we can substantiate the 'Work your way' promise. In this headline structure we introduce our audience to a concept and then use the promise to reinforce the message:

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### Change your view of the world.

Work your way.

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### Shifting the balance of work and life.

Work your way.

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### Hybrid thinking. Life changing.

Work your way.

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### Change the world. After the school-run.

Work your way.

The following words will be useful to help with your writing. We don't want to use all of them in single communications as this might be seen as trying too hard. However, choosing one or two of the following words will help frame and focus your writing style:

- Freedom
- Empathy
- Autonomy
- Trust
- Hybrid
- Connected
- Work Life Shift
- Empowered



# Trusted to transform

## What the promise means

Our purpose is to make the world more sustainable by building trust in society through innovation. To achieve our purpose we trust our people to transform the world through their everyday actions. This means empowering them to make the right decisions. This promise comes with a responsibility to own and manage the work they do and will appeal to those people who want to make a difference to the way the world works. And are trusted to do so. This promise also speaks about personal transformation. At Fujitsu, everyone who works here knows they can trust us to help them transform their lives and careers.

## How it connects to our Fujitsu values and messages

Trusted to transform directly links to our purpose and our value of trust. Our shared responsibility is to find and keep those people who act with the same ethics, transparency and integrity that we do.

## How and where I might use it

As with 'Work your way', this promise will connect with people who love autonomy and freedom at work. So let's connect with our audience by focusing on:

- Personal stories that demonstrate freedom
- The responsibility of transforming society
- The trust we place in everyone

Doing the right thing could be applied more to the way we deliver instant news and updates through our social media platforms.

## The proof points to substantiate it

With trust being so eroded in big business across the world, we must ensure that the trust we place in our people and the trust our customers place in us is delivered through our words and actions. Digital innovation and digital security go hand-in-hand. Let's find projects and success stories that build the evidence around this promise. And let's make sure we connect this promise to the Fujitsu purpose. Always.

## Headlines and words that add value to the promise

The following headlines are suggestions for how we can substantiate the 'Trusted to transform' promise. In this headline structure we introduce our audience to a concept and then use the promise to reinforce the message:

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**I'm building trust in society.**

I'm trusted to transform.

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**I'm making the world more sustainable.**

I'm trusted to transform.

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**I'm changing the way the world works.**

I'm trusted to transform.

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**I'm taking my responsibility seriously.**

I'm trusted to transform.

The following words will be useful to help with your writing. We don't want to use all of them in single communications as this might be seen as trying too hard. However, choosing one or two of the following words will help frame and focus your writing style:

- Trust
- Transform
- Integrity
- Empathy
- Accountability
- Responsibility
- Society
- Sustainability

# Do the right thing

## What the promise means

Doing the right thing is everything at Fujitsu. This promise demonstrates our commitment to more sustainable world through the positive and society-benefiting actions of our people. When we're using this promise, we should always try and demonstrate our purpose that sits above profit. This promise has huge appeal to those people who want to see a world made better with a business that does business in the right, ethical and sustainable way.

## How it connects to our Fujitsu values and messages

Innovation and technology can sometimes be seen by some as cold and mechanical. At Fujitsu, we understand the power and purpose of innovation and progress, so let's connect this promise to all of our values. Aspiration, trust and empathy guide our actions and behaviors to do the right thing with everything. These values, combined with our people stories and society-changing thinking will show people how innovation and technology are at the heart of doing the right thing.

## How and where I might use it

Doing the right thing is everything, so let's connect with our audience by focusing on:

- The often unseen small gestures between colleagues that make a big difference
- The society shaping projects we work on
- The way we work with local communities

Doing the right thing could be applied more to the way we deliver instant news and updates through our social media platforms.

## The proof points to substantiate it

Doing the right thing happens in big and small ways. We're a global business that creates innovation that benefits large organizations and local communities. We're individuals who understand that life outside of work brings unique pressures inside work. This empathy and understanding is what makes us Fujitsu. We should look for the personal, project and societal examples that demonstrate how we do the right thing for everyone and everything.

## Headlines and words that add value to the promise

The following headlines are suggestions for how we can substantiate the 'Do the right thing' promise. In this headline structure we introduce our audience to a concept and then use the promise to reinforce the message:

---

### Purpose before profit.

That's doing the right thing.

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### Bringing people and technology together.

That's doing the right thing.

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### Human-centric innovation.

That's doing the right thing.

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### Learning from failures.

That's doing the right thing.

The following words will be useful to help with your writing. We don't want to use all of them in single communications as this might be seen as trying too hard. However, choosing one or two of the following words will help frame and focus your writing style:

- Empathy
- Understanding
- Trust
- Care
- Consideration
- Kindness
- Values
- Doing the right thing is everything
- People, places and planet
- For the many, not the few

# Achieve together

## What the promise means

We're connected by our purpose and connected to each other. Our combined strength is a force for good across the globe. This promise demonstrates our reliance and respect for our teams around the world. This meeting of like-minds and transformation through diversity of thinking is how we achieve together. This promise also reflects how we work with our customers. Learning about their challenges and co-creating ideas and innovation that help them move forward in a sustainable way.

## How it connects to our Fujitsu values and messages

We achieve together with empathy as a guiding value. We work together to solve global challenges and generate shared value for our people, customers, partners, communities and shareholders. We achieve together with shared aspiration for a better world. As a team we work together, fail together, learn together and succeed together.

## How and where I might use it

Achieve together is a strong message platform to demonstrate how we work to the outside world, so let's connect with our audience by focusing on:

- The training that helps us achieve together
- Sharing stories of team success
- Sharing customer feedback about team performance

Think about internal comms channels to share team stories. Think about social posts to share team events. Think about your team, and how you can build your reputation and achieve together.

## The proof points to substantiate it

Case studies are a fantastic way to showcase the range of experts involved in any given project. This has appeal to interested candidates and knowledge seeking colleagues. But wider than that, customers can get a clear insight into the way we work and the purpose and values that make us a team they should choose. We should show team success in small ways and big ways across our social platforms. And we should amplify the importance of co-creation in our employer marketing messages through to induction and onboarding.

## Headlines and words that add value to the promise

The following headlines are suggestions for how we can substantiate the 'Achieve together' promise. In this headline structure we introduce our audience to a concept and then use the promise to reinforce the message:

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**We bring out the best in everyone.**

We achieve together.

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**We respect every opinion.**

We achieve together.

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**We share the responsibility.**

We achieve together.

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**We share the success.**

We achieve together.

The following words will be useful to help with your writing. We don't want to use all of them in single communications as this might be seen as trying too hard. However, choosing one or two of the following words will help frame and focus your writing style:

- Connected
- Inclusive
- Passionate
- Success
- Team
- Share
- Respect
- Everyone
- Achieve
- Together

# Global reach, local impact

## What the promise means

We're a global business that is determined to do business in the right way. The Fujitsu Way. Our size and scale means we can support the futures of global organizations in a way that has a positive global and local impact. This promise is a demonstration of our entire philosophy as a business and we should proudly share stories about who we help and how we help them navigate a world that has seen unprecedented change and challenge.

## How it connects to our Fujitsu values and messages

Building new possibilities by connecting people, technology and ideas, creating a more sustainable world where anyone can advance their dreams. This is what we do. We see the big picture and we focus on the detail. This promise connects directly to our purpose and our way of working and embodies our values of aspiration, trust and empathy.

## How and where I might use it

Like every promise, we will use this promise globally and locally. Inside Fujitsu and outside Fujitsu. We can demonstrate this promise by:

- Raising awareness of projects that are changing the world
- Showcasing the work we do to support the communities we work in
- Personal stories of how our people have had an impact globally and locally

Think social media to connect with those outside Fujitsu. Let's also think about building pride in the work we do by celebrating success through internal newsletters and updates. Let's use LinkedIn to build our story and help everyone understanding why we do what we do.

## The proof points to substantiate it

The Fujitsu Way is a great resource to anchor our conversations and communications around 'Global reach, local impact'. Our brand refresh also pulls into focus our approach to sustainable business and the technology that can help. We should look at our articles on the future of the world of work. How AI and machine learning will impact skills and indeed roles of the future. This foresight and insight will help us demonstrate the work we do in relation to the changing world around us.

## Headlines and words that add value to the promise

The following headlines are suggestions for how we can substantiate the 'Global reach, local impact' promise. In this headline structure we introduce our audience to a concept and then use the promise to reinforce the message:

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### For everyone, everywhere.

That's global reach and local impact.

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### Planet, people and purpose.

That's global reach and local impact.

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### Business changing, society benefiting.

That's global reach and local impact.

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### A sustainable world, community focused.

That's global reach and local impact.

The following words will be useful to help with your writing. We don't want to use all of them in single communications as this might be seen as trying too hard. However, choosing one or two of the following words will help frame and focus your writing style:

- Global
- Local
- Society
- Community
- Transformation
- Impact
- Everyone
- For the many, not the few
- Responsible
- Foresight
- Insight
- Data-driven
- Scale

# The imagery

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# Choosing the right images

The combination of how we sound, and how we look, have been created to have maximum impact across every expression of our employer brand and maximum recognition as an employer of choice across the globe.

To represent our promises, we have aligned our creativity with the brand refresh. When choosing the right image, think about the promise and the headline you have chosen. Whilst this work is connected to Fujitsu corporate marketing, there is clear difference. Our promises encapsulate the employee experience at Fujitsu, and our image choices should always reflect the people who work here and/or the impact they and their ideas have on society.

If it's talking about working your way, show imagery that supports our focus on Work Life Shift. If you're representing trusted to transform, choose imagery that emphasizes the people who transform business. When you're focusing on doing the right thing, maybe use images that represent the end user. Customers or communities. Achieving together makes us think of teamwork. We should show this in all its forms. And global reach, local impact leads us to imagery that shows both scale and/or detail.



# Writing in the right way

Whether you are putting a colleague or candidate facing communication together, there are going to be times when you need to write new copy. Using this toolkit, and the Fujitsu employer brand book, you'll build a clear picture of the tone of voice we are aiming for. And the consistency we seek.

## How should we sound?

As mentioned previously in this toolkit, our five promises need to be communicated through work and we need to evidence this in everything we say. They are uniquely Fujitsu. These five promises combine to paint a very clear picture of what it's like to work here, so let's make sure they are at the forefront of our thinking when we come to writing.

We are a very contemporary business that can connect with people of all ages from every background and culture. We're a global force for good and our innovations benefit global society. We have a passion for problem-solving and an energy that needs to come across in how we sound.

So, let's write with passion and energy about what we do, and communicate with purpose about why we do it. And let's never hide behind our pride. We do incredible things every day. So, let's tell the world loudly and proudly about it!



# Helpful do's and don'ts

We all speak in different ways, so naturally it's never going to be easy to write in a similar way. The following do's and don'ts will help you create great Fujitsu communications that are globally consistent. For more information on how to communicate in the right way please refer to our new tone of voice section in our corporate brand guide.

## Do:

- Do talk about the human benefit of technology. We are a warm, caring business that benefits society through technological innovation. The people benefit always comes first
- Do write as if you are talking to someone in front of you. We are a human business that builds trusted relationships. Corporate speak is a barrier that we break down through the language level of the audience you are addressing
- Do think about the context, rather than simply delivering content. Whoever you are writing for needs to understand 'why' they should take action, rather than simply reading about 'what' is being done
- Do use people and projects as a way to tell powerful stories. These proof-points and evidence are the way we can build individuality into our many and varied communications
- Do structure your copy in a simple way. Most communications follow a straightforward pattern. What does your audience need to know? What's the benefit for them and society? What action do you need them to take?
- Do read out your work in the mirror or to a colleague. Two heads are better than one, and four ears hear more!
- Do write as if you are Fujitsu. 'We are' is so much warmer than 'Fujitsu is'

## Don't:

- Don't use jargon. It's not inclusive and can make us appear like a stuffy corporate business. Be especially careful about using technical terms if your audience aren't familiar with them
- Don't waffle. We are precise in our delivery. Let's not miss the point of the communication by talking about things that aren't necessary or connected to the main selling point
- Don't be sesquipedalian. Using words that people don't understand is brand damaging and puts them off straight away. As in this case
- Don't be too wacky, snazzy or wicked. We're a respected and respectable technology giant with heritage and humility. We don't need to use youthful words to try and be 'cool'
- Don't be anything but truthful. We never spin anything and we always tell the truth. So let's tell it really well
- Don't be rushed. We know you are all under pressure to deliver, but taking time over your writing is vitally important to delivering a more consistent brand experience



# Best practice examples

We have also created a wide range of material as best practice examples to show you what your recruitment marketing will look like when completed.

Best practice examples include the following:

- **poster**
- **pull up banner**
- **HTML email – job copy in an email**
- **LinkedIn post**
- **inclusive job copy**
- **PowerPoint template**
- **A5 leaflet**
- **new starter announcement**
- **email signature graphic**
- **Teams meeting backdrop**
- **generic MPU banner template**

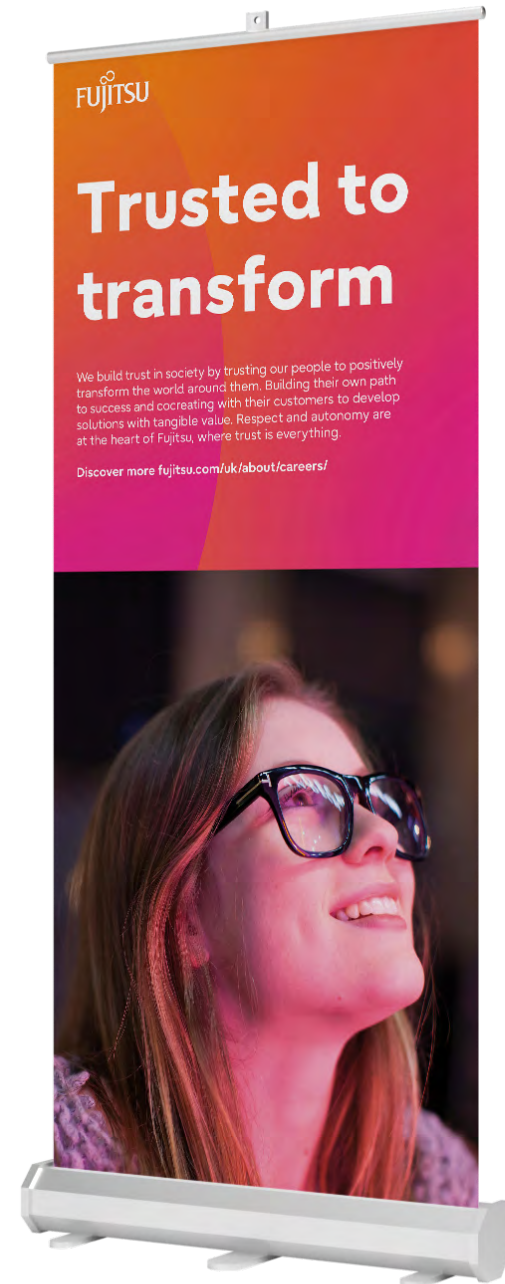
## Poster

Best practice example



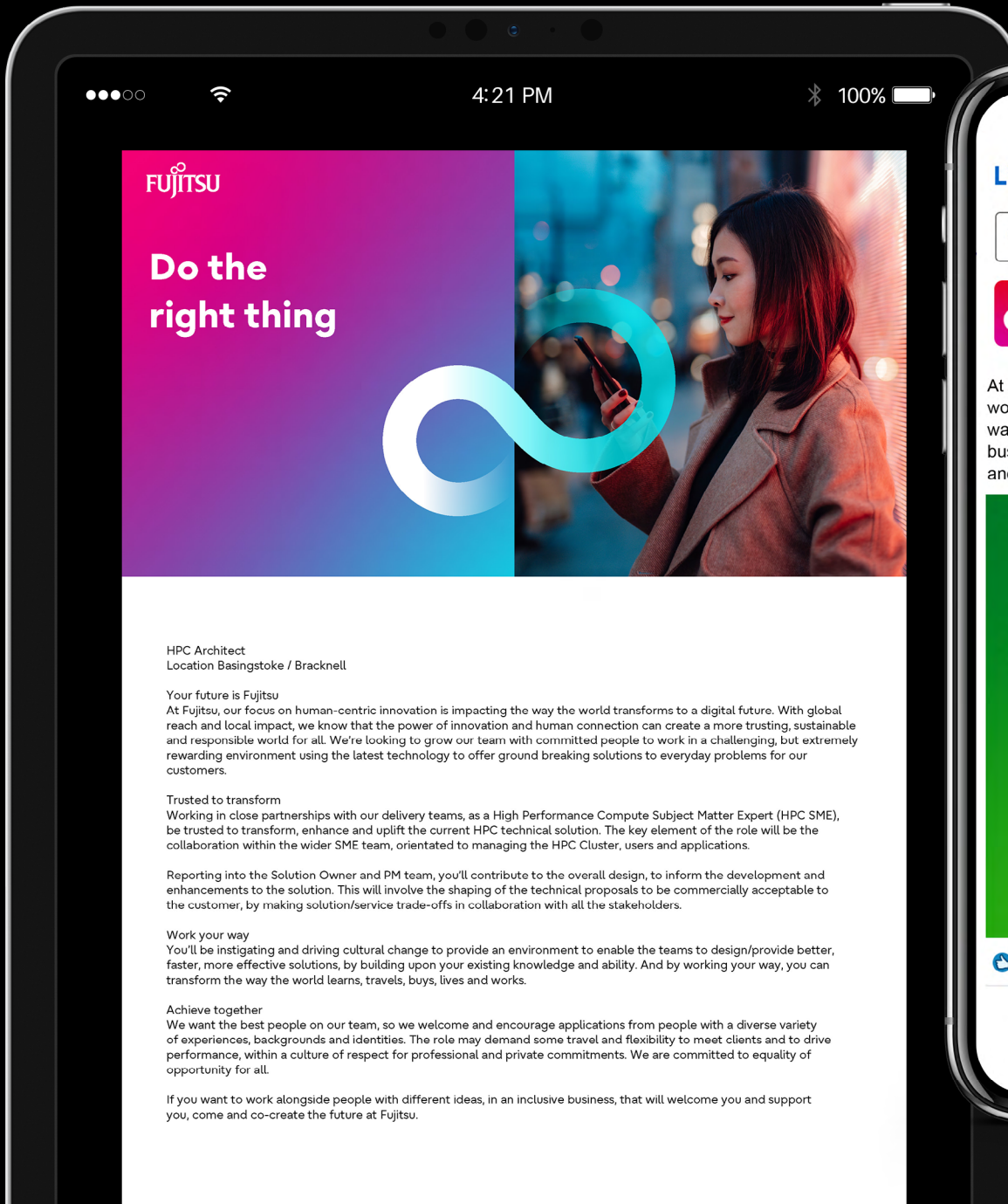
## Pull up banner

Best practice example



## HTML email - job copy in an email

Best practice example



## LinkedIn post

Best practice example



## Example inclusive job copy (before)

Best practice example

### HPC Architect

Location Basingstoke / Bracknell

Are you a High Performance Compute Subject Matter Expert (HPC SME) looking to join a dynamic delivery team? Can you instigate and drive cultural change to provide an environment to enable the teams to design/provide better, faster, more effective solutions by building upon your existing knowledge and ability. Do you want to be proud to work for a company that respects its people and is at the forefront of technology? We are looking to grow our team with committed people to work in a challenging, but extremely rewarding environment using the latest technology to offer ground breaking solutions to everyday problems for our customers.

#### Set the scene

We are looking for a HPC SME to work in close partnership with our delivery teams to enhance and uplift the current HPC technical solution. The key element of the role will be the collaboration within the wider SME team and orientated to managing the HPC Cluster, users and applications. Reporting into the Solution Owner and PM team, the post holder will contribute to the overall design to inform the development and enhancements to the solution. This will involve the shaping of the technical proposals to be commercially acceptable to the customer by making solution/service trade-offs in collaboration with all the stakeholders.

#### Core Skills

- Proven record of accomplishment of delivering commercially acceptable processes and toolsets.
- Ability to work in an Agile/Devops environment.
- Design experience of a cluster management suite, such as OpenHPC or Bright Cluster Management.
- Design experience of disk-less booting and PXE booting.
- Design experience of SSH; distributed shells; DNS and DHCP.
- Experience of designing and implementing and/or operating parallel processing mechanisms, MPI or MPICH.
- Experience of designing and implementing and/or operating multi-threaded applications (SPMD or SMP).
- Experience of applications such as CFD, FEA or CEM

#### Flexibility, Diversity and Inclusion

We want the best people on our team, so we welcome and encourage applications from people with a diverse variety of experiences, backgrounds and identities. The role may demand some travel and flexibility to meet clients and to drive performance, within a culture of respect for professional and private commitments. We are committed to equality of opportunity for all.

#### Fujitsu: Empowering human difference Key Performance Indicators

- Demonstrably operates as the overall infrastructure Customer Solution Architect [CSA] for large, complex solutions.
- Regularly has large, complex designs, incorporating trade-offs from the original specification, accepted by the relevant business approval review, without any requirement for design changes.
- Authors design and test documents for large, complex infrastructures, whose risk and cost elements are accepted by the overall CSA or Project Manager.
- Can evidence regular contributions to customer forums, conferences and professional bodies.
- Tangible recognition from customers and/or Fujitsu sales of being a major influence in the customer choosing Fujitsu.
- Using company prescribed methodologies, can demonstrate a contribution to the definition of customer overall IT architecture, including new solutions or significant size and complexity and which contain solution components from contributing specialists.
- Regular contribution to, and user of, company knowledge repositories and events.

**Contact: Danny Tunstall**

**Reference: Totaljobs/200006YC**

**Job ID: 90358234**

## Example inclusive job copy (after)

Best practice example

### HPC Architect

Location Basingstoke / Bracknell

#### Your future is Fujitsu

At Fujitsu, our focus on human-centric innovation is impacting the way the world transforms to a digital future. With global reach and local impact, we know that the power of innovation and human connection can create a more trusting, sustainable and responsible world for all. We're looking to grow our team with committed people to work in a challenging, but extremely rewarding environment using the latest technology to offer ground breaking solutions to everyday problems for our customers.

#### Trusted to transform

Working in close partnerships with our delivery teams, as a High Performance Compute Subject Matter Expert (HPC SME), be trusted to transform, enhance and uplift the current HPC technical solution. The key element of the role will be the collaboration within the wider SME team, orientated to managing the HPC Cluster, users and applications.

Reporting into the Solution Owner and PM team, you'll contribute to the overall design, to inform the development and enhancements to the solution. This will involve the shaping of the technical proposals to be commercially acceptable to the customer, by making solution/service trade-offs in collaboration with all the stakeholders.

#### Work your way

You'll be instigating and driving cultural change to provide an environment to enable the teams to design/provide better, faster, more effective solutions, by building upon your existing knowledge and ability. And by shaping your world around working your way, you can shape the way the world learns, travels, buys, lives and works.

#### Your experience

- Proven record of accomplishment of delivering commercially acceptable processes and toolsets.
- Ability to work in an Agile/DevOps environment.
- Design experience of a cluster management suite, such as OpenHPC or Bright Cluster Management.
- Design experience of disk-less booting and PXE booting

- Design experience of SSH; distributed shells; DNS and DHCP.
- Experience of designing and implementing and/or operating parallel processing mechanisms, MPI or MPICH
- Experience of designing and implementing and/or operating multi-threaded applications (SPMD or SMP)
- Experience of applications such as CFD, FEA or CEM

#### Key Performance Indicators

- Demonstrably operates as the overall infrastructure Customer Solution Architect [CSA] for large, complex solutions
- Regularly has large, complex designs, incorporating trade-offs from the original specification, accepted by the relevant business approval review, without any requirement for design changes
- Authors design and test documents for large, complex infrastructures, whose risk and cost elements are accepted by the overall CSA or Project Manager
- Can evidence regular contributions to customer forums, conferences and professional bodies
- Tangible recognition from customers and/or Fujitsu sales of being a major influence in the customer choosing Fujitsu
- Using company prescribed methodologies, can demonstrate a contribution to the definition of customer overall IT architecture, including new solutions or significant size and complexity and which contain solution components from contributing specialists

#### Achieve together

We want the best people on our team, so we welcome and encourage applications from people with a diverse variety of experiences, backgrounds and identities. The role may demand some travel and flexibility to meet clients and to drive performance, within a culture of respect for professional and private commitments. We are committed to equality of opportunity for all.

If you want to work alongside people with different ideas, in an inclusive business, that will welcome you and support you, come and co-create the future at Fujitsu.

**Contact: Danny Tunstall**

**Reference: Totaljobs/200006YC**

**Job ID: 90358234**

# PowerPoint template

Best practice example

FUJITSU

**Global reach,  
local impact**



FUJITSU

**Work your  
way**



## A5 leaflet

Best practice example



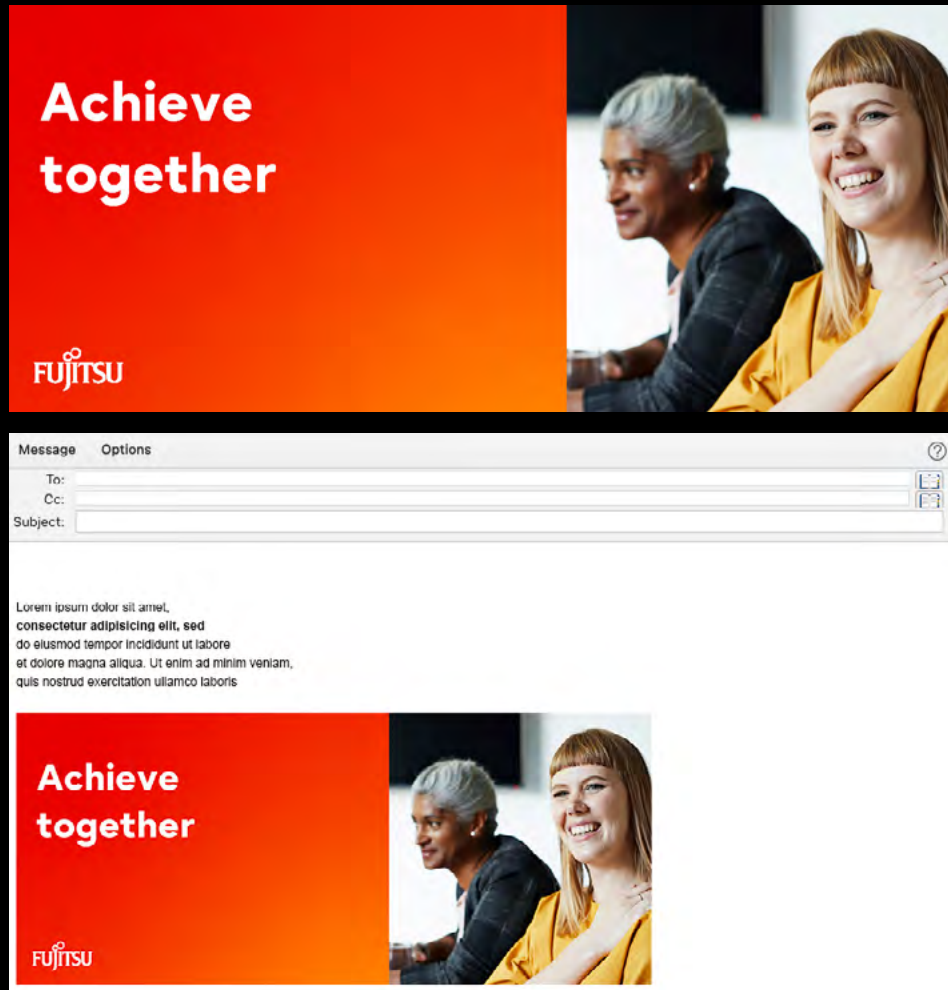
## New starter announcement

Best practice example



## Email signature graphic

Best practice example



## Teams meeting backdrop

Best practice example





# Generic MPU banner templates

## Best practice example



# How to order

With a great range of headlines and visuals to choose from, we hope you enjoy putting together communications that connect with your audience, and build our reputation as a great place to work.

To order the materials you need, simply send an email to [Fujitsu@creedcomms.co.uk](mailto:Fujitsu@creedcomms.co.uk). In the subject line please include which territory/division you are emailing from.

Subject example: Request for materials – UK Head Office

Then, in the email, please include the following:

- 1. The item the you require**
- 2. The headline you would like**
- 3. The image that best fits your communication**
- 4. The quantity you need**
- 5. The timescales you are working to**
- 6. The delivery address details**

Once this information has been received by our partners, Creed Comms, you will receive an email in return confirming your order. Within the email, you will be asked if you need any further information adding in to the copy. Once you have approved all of this, your work will be sent to print and a delivery date confirmed with you.

Enjoy creating Fujitsu employer brand marketing!

## The Recruitment Team

Please note:

The cost of setting localized copy or printing of materials will need to be covered by the person or country requesting them.

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