

BRAND CHARTER **MASSHIRE**

VISION

MassHire envisions a better future for people and businesses of Massachusetts through meaningful work and sustainable growth.

MISSION

MassHire creates and sustains powerful connections between businesses and job seekers through a statewide network of employment professionals.

VALUES

COLLABORATION

MassHire believes in the power of partnership and streamlined integration of services to achieve effective and timely results for those we serve.

RESPECT

MassHire is committed to understanding and valuing the diverse, unique requirements and professional goals of the businesses and people we serve.

RELIABILITY

MassHire creates trust and reliability by consistently delivering high quality professional services at each location and in every interaction.

INGENUITY

MassHire leverages flexibility, expertise, and knowledge to successfully meet our mission, regardless of new challenges and circumstances.

PROMISE

MassHire promises to champion prosperity, connecting employers with talent and job seekers with tools, services, and connections to achieve meaningful and sustained employment.

PERSONALITY

"I am your trusted partner in achieving your personal and business goals. I embrace your needs as my mission and offer a welcoming, professional experience at every point in our journey together. I believe in you as I do in myself.

Things change quickly... I GET IT. You can always depend on me to offer guidance, resources, and support. If you want a job, seek to fortify your business for the long-term, or need a quick response to a pressing need, I can help.

ESSENCE

"I feel like a valued, professional partner of MassHire."

POSITIONING

MassHire is an essential catalyst for professional and economic growth across the Commonwealth.

"Let's get to work!"

