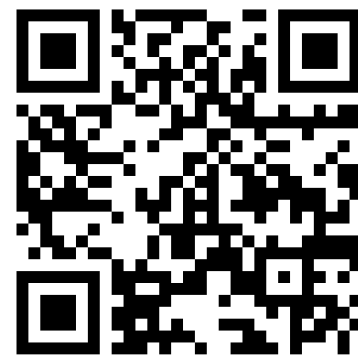


Recruitment Playbook for the Crane & Load-Handling Industry

Military Veterans Industry Outreach Guide

NCCCO
FOUNDATION



This is an extension of the *Recruitment Playbook for the Crane & Load-Handling Industry*. Download the full Playbook at MyCraneCareer.org/playbook.

About this Industry Outreach Guide

Consistent communication across the industry ensures that no matter where someone encounters information about crane careers, through a training provider, employer, association, website, or digital ad, they hear the same clear, compelling story.

What's in this guide?

- Making the Call: Targeted Messaging for Military Veterans
 - Player Profile
 - Brand Story
 - Job Description
 - Targeted Messaging
- Learning the Game: Tips for Recruiting Veterans
- From the Bench: Campaign Asset Library

Where can I find more?

Visit www.mycranecareer.com/playbook to explore the campaign asset library and access the complete *Recruitment Playbook for the Crane & Load-Handling Industry*, including digital marketing guidance and targeted messaging for women in the trades, CDL drivers, and construction workers.

What happens when messaging is aligned?

- The profession feels credible and trusted. Consistency reinforces the industry's commitment to safety, leadership, and professionalism.
- The value proposition becomes clear. Financial stability, independence, responsibility, challenge, and pride are communicated in a unified way.
- New audiences can see themselves in the role. Whether women in the trades, CDL drivers, construction workers, or veterans, aligned messaging helps individuals recognize their own strengths in the profession.
- Marketing dollars work harder. Shared themes and language create repetition across channels, increasing recognition and response.
- The industry's reputation strengthens over time. A cohesive voice builds long-term awareness and respect.



Making the Call: **Targeted Messaging for** **Military Veterans**

Tap into a collection of simple, copy-and-paste messages and headlines tailored to Military Veterans. These messages help individuals see themselves in crane careers and take action.

Military Veterans Industry Outreach Guide

Making the Call: Targeted Messaging

This toolkit contains targeted messaging specially crafted to resonate with **Military Veterans** who may be interested in the crane and rigging industry, alongside a general brand story and job description.

BRAND STORY

Your brand story is a distillation of your narrative that connects with audiences on an emotional level. A brand story resonates with audiences, builds trust, inspires action, and makes the work you do memorable.

JOB DESCRIPTION

Crane operator job descriptions should do more than list duties and requirements. They should help people recognize themselves in the role. By emphasizing qualities like focus, problem-solving, accountability, and attention to detail, the language connects potential candidates to the mindset needed for the work. When job descriptions also highlight the responsibility, pride, and impact of helping build communities, they create a stronger connection and help quality candidates imagine themselves stepping into the profession.

TARGETED MESSAGING

Grouped by audience, themed sets of headlines and related key messages constitute the building blocks of your future marketing and communications efforts. They are clear, concise distillations of the most important stories you should be telling to each target audience. By using these components to “build” content—for social media, collateral, presentations, and more—you can tell a consistent, compelling story in language tailored to resonate with your audiences

Player Profile

Military Veterans

Veterans bring discipline, teamwork, and perseverance to every challenge—traits that make them uniquely well-suited for crane careers. Some encounter cranes during their military service; others learn about the field through a friend, mentor, or fellow veteran. What they discover is a profession that values precision, responsibility, and leadership, while offering stability and purpose after military life. Crane operation is a natural next mission.

MESSAGING THEMES

A new mission. A lasting impact.

Precision, discipline, teamwork, respect.

Earn stability. Embrace the challenge.

MORE ABOUT THIS AUDIENCE:

The research report *Military Veterans in the Crane Industry* by NCCCO Foundation and SmallBox examines how veterans enter crane careers, the transferable skills they bring from military service, and the opportunities and challenges they face in the civilian workforce.

Brand Story

Build Something That Matters

There are those people who've always loved cranes—the kind of kids who had every Tonka truck, could name every machine on a job site, and knew just what they wanted to do. And then there are the people who had never thought about cranes until they found out what a career in the industry could actually mean for their future. For both, operating a crane is more than just a job. It's a source of pride—helping bring hospitals and schools to communities that need them, building infrastructure from the ground up, and leaving your mark on the skylines of cities across the country. Few people can point at a structure that will last generations and tell their kids, "I built that."

But working in cranes is about building something that matters in your own life, too. It's the kind of career that builds stability and financial freedom for operators and their whole family. For a job that doesn't require a college degree, that's rare. But even rarer is a job that will always be in demand and the independence that comes with it.

Then there's the control. As a crane operator, you take on a huge amount of responsibility, team leadership, and independence as one of the last lines of defense in safety. Operators call the shots—what they say goes.

That level of control, leadership, and trust is a big shift for many who get into the role. It's not just the responsibility of protecting their team that drives operators, it's also the pride of being the expert in charge of one of the most critical roles on the job site.

After all this, we still haven't even touched on what most operators would tell you is the most rewarding part: the challenge. Operating a crane pushes you to new heights. It fuels your sense of adventure, your pride in what you've helped build and accomplish, and the team that you work to send home safely at the end of the day. Every day, every situation yields a new set of challenges to be overcome. Solving problems fuels them.

The control, the precision, the thinking on your feet, the hands-on work, the teamwork, the adventure, the source of pride, the financial independence. If this is what drives you, then cranes can deliver.

A higher calling is out there. Become a crane operator and build something that matters.

Job Description

Qualities of a Crane Operator

Crane operators play a critical role on every jobsite, responsible for moving massive materials with precision, focus, and care. The role requires individuals who stay calm under pressure, think several steps ahead, and take safety seriously. Successful operators are problem solvers who pay close attention to detail, communicate clearly with their team, and take pride in doing complex work well. Every lift presents a new challenge, and operators are trusted to make smart decisions that protect the crew, the equipment, and the project. For people who enjoy responsibility, hands-on work, and the satisfaction of helping build something that lasts, crane operation offers a challenging and rewarding career.

You might be a good fit for a career as a crane operator if you...

- Take responsibility seriously, especially when it comes to safety and teamwork.
- Stay calm and focused when the stakes are high.
- Pay close attention to details and take pride in doing things the right way.
- Naturally think a few steps ahead and enjoy solving problems as they arise.
- Communicate clearly and work well with others on a jobsite.
- Enjoy hands-on work and the challenge of operating complex equipment.
- Like the idea of playing a critical role in building structures that last for generations.

Targeted Messaging for Military Veterans

A new mission. A lasting impact.

HEADLINES	SUPPORTING MESSAGES
Continue the mission. Build something that matters.	The responsibility, discipline, and focus you built in the military are the same qualities strong crane operators rely on every day. This is a career where your decisions matter and your training shows. You will find structure, but more importantly, you will find purpose in work that supports real people and real communities.
After your service, step into a career with purpose.	Operating a crane is about more than moving heavy materials. You lead the lift, help keep your team safe, and make critical decisions when it counts. You will help build hospitals, schools, and roads that last for generations, using the same confidence and precision you developed in the service.
Join a team building communities across America.	Every time you step into the cab, you are doing more than operating equipment. You are building something meaningful for your future, your team, and the communities you serve. This is hands-on work with lasting impact, built on strengths you already have. It is leadership in action, with real impact.

Targeted Messaging for Military Veterans

Precision, discipline, teamwork, respect.

HEADLINES	SUPPORTING MESSAGES
Take skills from your service to new heights.	Working with cranes comes with pressure. Your decisions affect safety, the success of the lift, and the pace of the entire job site. If you can stay calm, focused, and sharp when it matters most, you already have one of the most important qualities of a crane operator. Your crew will rely on that steady confidence.
You are steady, focused, and disciplined. You are built for this work.	This work requires consistency and attention to detail. The habits you built in the military, like following procedures, checking your equipment, and communicating clearly, are what keep job sites safe and running smoothly. These are not just transferable skills. They are strengths that set you apart.
You know what it means to be counted on. Lead your team from above.	You have trained to make smart decisions, support your team, and step up when it counts. Crane operators do this every day. Your ability to stay composed, lead with confidence, and take responsibility makes you a strong fit for this role.
	Transitioning to civilian life doesn't have to mean starting over. In the crane industry, your discipline, work ethic, and attention to detail carry forward. This is a career that values what you bring. You are stepping into a role that fits your strengths and supports long-term success.

Targeted Messaging for Military Veterans

Earn stability. Embrace the challenge.

HEADLINES	SUPPORTING MESSAGES
Build a steady future with a higher purpose.	After military service, it is natural to look for stability—but you don’t have to settle. The crane industry offers a clear path forward with hands-on work, structure, and room to grow. You will understand your role, your responsibilities, and your value in an environment that respects discipline and experience.
From control in the cab to confidence in your future.	In the cab, you are in control. Your skill, focus, and judgment guide you through challenging work. That level of responsibility earns respect and creates long-term opportunity, along with the confidence and income that come with being highly skilled.
Take command of your future. Step into a career in cranes.	The crane industry calls you to show up prepared, focused, and ready to perform. Every lift is different. Every job site brings new challenges. If you are someone who takes pride in responsibility and performs well under pressure, this is a career where you can thrive.



Learning the Game: **Tips for Recruiting Veterans**

Based on direct research with veteran hiring experts and military veterans working in cranes, these tips provide guidance for starting, planning, and improving your veteran outreach tactics.

Military Veterans Industry Outreach Guide

Tips for Recruiting Veterans

01

EMPHASIZE A STRONG FOUNDATION.

Military experience sets the foundation for success in cranes! Veterans are especially skilled at leadership, teamwork, attention to detail, reliability, resilience, working under pressure, and acquiring new skills.

02

EMBRACE SKILLS-FIRST HIRING.

Consider adopting a skills-first approach that emphasizes the alignment of military skills and crane careers. Pro tip: military skills translation tools are available to help you connect the dots.

03

BE MINDFUL OF MISUNDERSTANDINGS.

When entering the civilian workforce, veterans experience change in nearly every aspect of their lives. They may have different work and communication styles, feel unseen, or carry unique challenges.

04

APPEAL TO VETERANS' AMBITIONS.

According to veterans, military and crane careers share similar appeals: variety of work, a stable industry, building things, being challenged, a team environment, problem-solving, and responsibility.

Continued on page 13.



Tips for Recruiting Veterans

05

UNDERSTAND VETERANS' NEEDS.

Even if they operated cranes in the military, veterans must earn equivalent civilian credentials. Training needs add to the challenges of military transition and career exploration.

07

FIND YOUR LOCAL MILITARY COMMUNITY.

Community connections are key. To build deeper partnerships, investigate opportunities to participate in or support programs and resources in your local military community.

06

CHECK FOR RELEVANT BENEFITS.

Did you know that there are local, state, and federal veteran career transition programs that may benefit you and your potential veteran recruits? Often, both employers and veterans are unaware.

08

SHARE VETERANS' SUCCESSES.

Personal testimony and encouragement go a long way. To help veterans discover careers in cranes, showcase real advice and stories from veterans already in the industry.



From the Bench: **Campaign Asset Library**

Downloadable tools and other creative assets to help people imagine themselves in the profession, including targeted graphics for digital platforms and images of real people and job sites.

Military Veterans Industry Outreach Guide

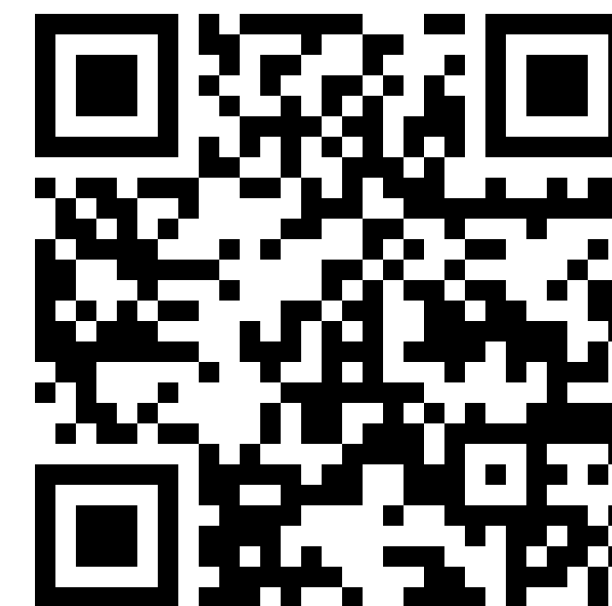
From the Bench: Campaign Asset Library

As part of the Crane Industry Recruitment and Workforce Development Playbook, a set of digital assets was developed to help organizations put the messaging and strategy into practice. These assets are designed to make it easier for industry partners to reach potential operators where they already spend time online, while maintaining consistent messaging across markets and organizations.

The digital assets include a collection of ready-to-use advertising and communication materials built around the messaging frameworks. These assets can be used across multiple digital platforms, including social media, digital display advertising, and recruitment websites.

Together, these digital assets translate the playbook's strategy into practical tools that industry organizations can quickly deploy, adapt, and scale. By combining tested messaging with flexible digital formats, the playbook enables partners to run consistent, authentic recruitment campaigns that help more people discover the opportunities available in the crane and load-handling industry.

Scan the QR code for quick access!



Find the asset library at www.mycranecareer.com/playbook