



Charlotte's Backyard NC Launches New Resources for Job-Seekers and Employers

Cleveland County Economic Development Partnership (CCEDP) Connects Millennials with Manufacturing Jobs in Cleveland County, North Carolina

SHELBY, N.C., October 8, 2018 - Cleveland County Economic Development Partnership (CCEDP) has launched a new set of digital tools to connect job-seekers with lucrative manufacturing jobs in Cleveland County, North Carolina. The new resources, which are available as of today, include an innovative [Job Search](#) function, which displays curated job openings from local manufacturing companies in addition to linking out to customized searches on popular job sites; an [Employer Toolkit](#) with key messages, logos, a brand guide, images, video and other collateral materials to help local manufacturers market the region to prospective employees considering a relocation; and a [Brand Shop](#), where Charlotte's Backyard NC-branded t-shirts, bags, stickers and more are available for purchase.

CCEDP first unveiled the multi-media talent attraction campaign, Charlotte's Backyard NC, in November 2017 in an effort to spread awareness about the manufacturing job opportunities available in Cleveland County. With a low unemployment rate and rapidly expanding manufacturing sector, the region located just outside of Charlotte took a proactive approach to providing local employers with the workforce they need to expand.

"The launch of the Charlotte's Backyard campaign sent a message to our employers that we are right there in the trenches with them in the global battle for skilled talent - and we're committed to providing them with the skillsets they need to operate a successful business here in Cleveland County," said Kristin Reese, Executive Director of CCEDP. "This new set of tools makes it that much easier for young workers to find the open jobs in our community and for our manufacturers, in turn, to sell our region's quality of life assets to prospective employees."

The new Jobs page is curated in close partnership with Cleveland County employers to highlight high-priority jobs in the region. To populate the page, CCEDP staff members speak directly with human resources professionals at local manufacturing firms to uncover the specific roles they need assistance in marketing. Clearwater Paper, for example, which employs 264 full-time workers in Shelby, is searching for everything from equipment operators to an experienced electrician to a senior financial planner.

From the perspective of the job-seeker, the Jobs function will allow users to sort and filter based on their level of experience, location and job type, whether their background is in engineering, robotics, marketing, or they are completely new to manufacturing.

Beyond its job opportunities, Cleveland County offers a lower cost of living than most major metropolitan areas and a variety of amenities for residents, including an active food and music scene, world-class outdoor recreation and proximity to cities including Charlotte, NC, Asheville, NC and Greenville, SC. The new Employer Toolkit directly serves the needs of area manufacturers who are recruiting for employees of all skillsets outside of Cleveland County. The campaign specifically targets millennials and individuals interested in finding a rewarding career and fulfilling life in a charming, lower-cost environment.

The centerpiece of the campaign and hub for these resources is the website, CharlottesBackyardNC.com, which, since its launch, has garnered widespread recognition as a gold standard for talent attraction marketing. The campaign's accolades include two Gold Awards from the International Economic Development Council (IEDC)'s Excellence in Economic Development Awards, for the website and WeekLONG Warriors video and ad campaign, and a Platinum Award from the dotCOMM Awards, which honor excellence in web creativity and digital communication across industries.

About Charlotte's Backyard NC

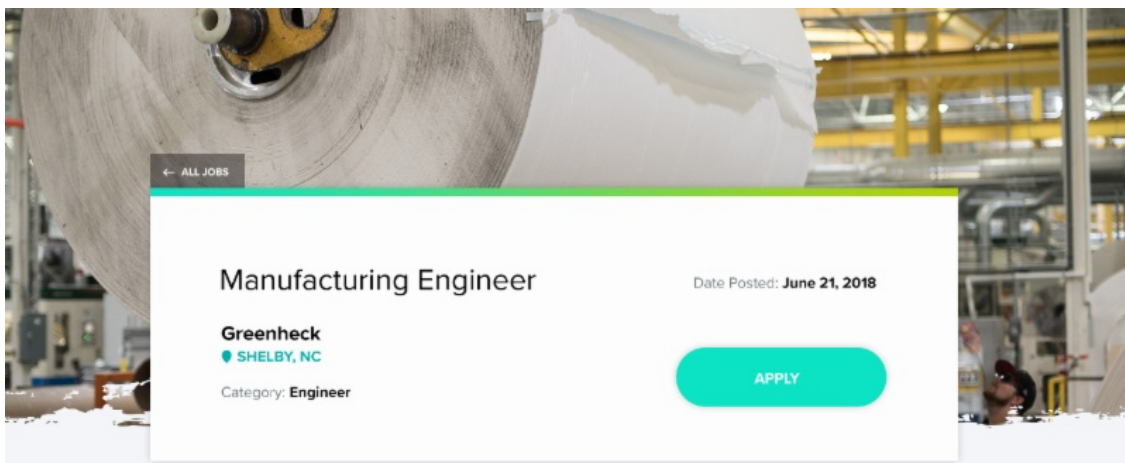
Charlotte's Backyard is an initiative of the Cleveland County Economic Development Partnership (CCEDP) with the goal to attract and retain talent to Cleveland County's manufacturing industry by showcasing the many available job opportunities and quality of life attributes that the community has to offer. The initiative is sponsored in part by Cleveland County's major employers, including [Greenheck](#), [Clearwater Paper Corporation](#), [Uniquetex](#), [STI Fabrics](#) and Vyn. From information about how to creatively spotlight your company's employment opportunities to prospective job-seekers on this website, please contact Kristin Reese, Executive Director of CCEDP, at kristin@ccedp.com, or visit www.CharlottesBackyardNC.com.

###

Shop Charlotte's Backyard-Branded Products:

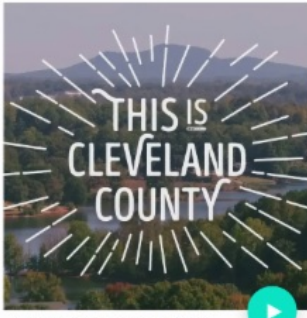


Search Jobs in Charlotte's Backyard NC:



Browse Employer Resources:

Videos



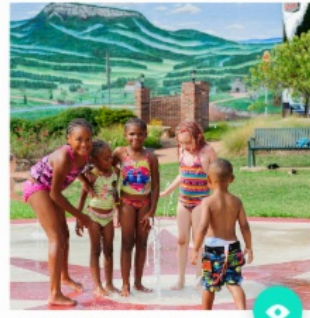
This is Cleveland County Video



Images



Manufacturing Photos



Cleveland County Photos



Follow #CharlottesBackyardNC on Social Media:

