



FOR IMMEDIATE RELEASE:

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“Better Skills, Better Jobs” Career Fair Returns for Sixth Year on October 1

GREENVILLE, NC – The award-winning Better Skills, Better Jobs Career Fair, the largest job fair of its kind in eastern North Carolina, returns for its sixth year to address workforce development needs in Pitt County and surrounding areas. The John M. Belk Endowment, Pitt Community College, Invest Greenville, East Carolina University, Pitt County Economic Development, Greater Greenville Chamber of Commerce, City of Greenville, IBX Media, WNCT-TV9, and ElectricCities are sponsoring the Better Skills, Better Jobs Career Fair on Thursday, October 1, at the Greenville Convention Center. Community partners include Pitt County Schools, Greenville Utilities Commission, Tradesformers, NC Coastal Society for Human Resource Management, NCWorks, ECU Health, and Koinonia Community Solutions.

“Better Skills, Better Jobs reflects the power of collaboration between education, industry, and community partners to address the evolving workforce needs of our region,” said Uconda Dunn, Vice President of Business and Workforce Solutions at Pitt Community College. “At Pitt Community College, we are committed to providing education and training that prepare individuals for meaningful careers while ensuring our programs remain responsive to the needs of employers. This event allows us to connect those efforts directly with students and job seekers and demonstrate the many pathways available to career success.”

Recognized by the International Economic Development Council (IEDC), the Better Skills, Better Jobs Career Fair received the Talent Development and Retention Gold Award for two consecutive years and the Talent Development and Retention Silver Award this year. The career fair allows adult job seekers and high school students to learn about and apply for open positions with local companies. This year’s event will feature more than 130 employers seeking talent for available positions, along with vendors offering career resources and educational information. Pitt County high school students will be bused in from their schools in the morning, and adult job seekers are invited to pre-register for time slots from 1:30 to 5:30 p.m. Job seekers can also register on-site for the afternoon session.

For Pitt County Economic Development and Invest Greenville, strengthening the local talent pipeline through workforce development and career awareness remains a key component of the community’s economic development, business recruitment, and talent retention efforts.

“Developing and sustaining a highly skilled workforce is fundamental to the long-term economic vitality and competitiveness of Pitt County,” said Kelly Andrews, Pitt County Economic Development Director. “Better Skills, Better Jobs provides an invaluable opportunity for our employers to engage with both the talent they need today and the emerging workforce they will rely upon in the future. By connecting students and job seekers directly with local industries, we are strengthening the talent pipeline, increasing awareness of career opportunities, and supporting the continued growth and success of businesses throughout our community.”

Last year, more than 1,000 job seekers and high school students met face-to-face with employers to learn about careers in various fields and industries. This year’s participating employers represent a diverse range of industries, with positions available across multiple skill and experience levels.

“Talent attraction and retention are integral to the continued growth and prosperity of Greenville-Pitt County,” said David Horn, Vice President of Operations and Strategic Partnerships with Invest Greenville. “Better Skills, Better Jobs provides a unique opportunity to showcase the diverse career opportunities available throughout our community while creating meaningful connections between local employers and individuals at every stage of their professional journey. By increasing awareness of these opportunities and the pathways that lead to them, we are helping more people envision Greenville-Pitt County not only as a place to find employment, but as a place to establish a career, build a life, and invest in their future.”

Those planning to attend the fair should register online by visiting <https://pittcc.edu/better-skills-better-jobs-fair/>. Some participating companies will conduct on-site job interviews, so job seekers are encouraged to bring an updated resume.

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