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<https://www.youtube.com/watch?v=K0QNKpPnaSU&feature=youtu.be>

FOR IMMEDIATE RELEASE

Department of Economic Opportunity teams with CareerSource to create targeted radio, social media job postings initiative

December 30, 2019 – Flagler County’s Department of Economic Opportunity has teamed up with CareerSource Flagler Volusia to create a targeted radio and social job-postings initiative to help local businesses fill their employment gaps.

“With a current unemployment rate of less than 4% in Flagler County – and despite a year-over-year workforce increase of more than 1200 candidates – local businesses continue to report that unfilled employment opportunities still exist,” said Executive Director Helga van Eckert. “Without adequate staffing, businesses lose productivity and are unable to meet their demands thus inhibiting their ability to grow. This Business Retention and Expansion initiative is designed to connect the job seeker with the employer.”

The new initiative will create exposure for local job postings and training programs through a targeted radio and social media initiative.

The project staffing will be a shared effort between the two entities expanding roles of existing staff. In addition to direct contact with businesses, this will include the following: find qualified candidates who are possibly under employed or unaware of available positions; match businesses with job seekers; make known potential growth opportunities; and, educate the community of the roles of both CareerSource Flagler Volusia and the Flagler County Department of Economic Opportunity.

“We are excited to partner with the Flagler Department of Economic Opportunity on this collaborative initiative for our Flagler businesses,” said Robin King, President of CareerSource Flagler Volusia, “The awareness that this campaign has created is already producing great results.”

For more information, call 386-313-5602.

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