

## FOR IMMEDIATE RELEASE

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### Greenville ENC Alliance launches Grow in Greenville talent attraction, retention website

GREENVILLE, N.C. (March 24, 2025) — Thousands of new jobs have been created in Greenville-Pitt County within the past five years, and the Greenville Eastern North Carolina (ENC) Alliance has launched a new talent initiative focused on attracting and retaining skilled employees to fill these roles. The [Grow in Greenville website](#), a sub-brand of the Greenville ENC Alliance, showcases Greenville-Pitt County as a premier location for growing a career while enjoying the area's quality of life and lower cost of living.

“While talent recruitment and retention efforts weren’t a primary goal for our organization during our 2023 strategic plan, we have found an increased need for this type of marketing and promotion,” shared Josh Lewis, president and CEO of the Greenville ENC Alliance. “This website will serve as a resource for our industry partners who are recruiting for open roles, trailing spouses and partners who are new to the community, and local talent looking to stay in the area for career opportunities.”

The website targets prospective Gen-Z and younger Millennial employees, classified as talent between the ages of 18 and 35, looking for city-like amenities and access to adventure but with a lower cost of living.

“Through extensive research, we’ve found that a large portion of this talent group is moving to smaller cities where there’s still plenty to do, including entertainment, dining, shopping, family-friendly offerings, and outdoor recreation,” said Maria Satira, director of marketing and communications for the Greenville ENC Alliance. “We see an opportunity for the Greenville MSA to become a top destination for this target audience – especially as there is continued development in public and private investment, arts and culture, and entertainment throughout Pitt County.”

Within the past year, Greenville has been ranked in various reports as a top place to move. USA Today ranked Greenville as the third-best city to move to in North Carolina. In addition, United Van Lines found that Greenville was the 11<sup>th</sup> top city nationwide and third in the state for the highest percentage of inbound migration.

“These rankings prove that Greenville is a top location for new business and community growth. Plus, talent in the area will find they get a lot of bang for their buck. The Greenville MSA is 14.7% below the cost-of-living index and 49% below the average U.S. housing cost,” added Lewis. “We know Pitt County is a great place to live, work, and grow, and we’re excited to share this story with prospective and existing talent through the Grow in Greenville website.”

The website’s Phase I features valuable content in a fun, informative way. It includes information on working in, living in, and moving to Greenville. Users can engage with various videos, success stories, data-driven fast facts, cost comparisons, and day itineraries. Phase II of the website will launch later this year and will include a job board and community navigator program. The brand is also active on Instagram, Facebook, and LinkedIn social media platforms.

To learn more about Grow in Greenville, visit its website by [clicking here: http://www.growinggreenvillenc.com/](http://www.growinggreenvillenc.com/)

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