



[Jefferson City, MO] - The Workforce Coalition has begun the implementation phase of a Talent Attraction and Retention marketing campaign, with the goal of growing and retaining the working population of Jefferson City. The Workforce Coalition is a joint venture of the Jefferson City Area Chamber of Commerce and the Jefferson City Regional Economic Partnership. This long-term campaign will consist of a cohesive marketing strategy leveraging multiple mediums.

The campaign, coined as "JCMO: Live. Grow. Home." aims to attract talented working individuals to local businesses to further the region's sustainability and growth. The goal is to not only bring new individuals and families to our communities but to showcase to those that have lived here before all the great reasons to make the community their home again.

For the last year, the Workforce Coalition's Talent Attraction Team has acquired market research on the campaign's target audience and the benefits of living, working and playing in Jefferson City. With this feedback and valuable input from stakeholders, the committee has worked to develop a robust collection of assets to support their efforts. These assets include a logo and tagline, photos and videos, social media advertisements, other digital assets, print advertisements, a new website and more.

Amy Sublett, Executive Director of the Central Workforce Development Board, co-chairs the Workforce Coalition and leads the Talent Attraction Team. "Workforce availability is an important issue impacting many industries and communities," said Sublett. "This is a proactive approach intended to set Jefferson City apart."

The Talent Attraction Team will now deploy a consistent marketing message to those seeking employment in the region to both help to retain our current population and grow our talented workforce for years to come.

Campaign partners include:

- City of Jefferson
- Cole County
- Jefferson City Convention and Visitor Bureau
- Jefferson City Regional Economic Partnership
- Jefferson City Area Board of Realtors
- Jefferson City School District
- Jefferson City Area Chamber of Commerce

Website: <https://jcmolivegrowhome.com/>

Facebook: <https://www.facebook.com/jcmolivegrowhome/>

Instagram: <https://www.instagram.com/jcmolivegrowhome/>

YouTube: <https://www.youtube.com/@JCMOLiveGrowHome>

LinkedIn: <https://www.linkedin.com/company/jcmo-live-grow-home/>

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