

# FCEDA Talent Attraction Services

DATE, 2022

[WorkInNorthernVirginia.com](http://WorkInNorthernVirginia.com)



Northern  
Virginia

# About Our Talent Services

As talent attraction remains fiercely competitive, Fairfax County Economic Development Authority is on top of current trends, providing the best resources to grow our talent base.

From supporting companies with the tools to attract talent, to offering prospective residents an inside look into living and working in our region, **we're fueling the future of Northern Virginia's workforce.**



# Six Ways the FCEDA Helps Attract and Retain Talent



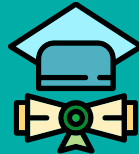
1

We Run a Comprehensive Website Promoting Career Opportunities to Talent Nationwide



2

We Organize and Host Virtual, In-Person and Hybrid Career Fairs



3

We engage Universities and Colleges Nationwide to Attract Next-Gen Talent



4

We Create Veteran and Military Spouse Programming and Promote Upskilling Opportunities



5

We Promote a Northern Virginia Trailblazer Program



6

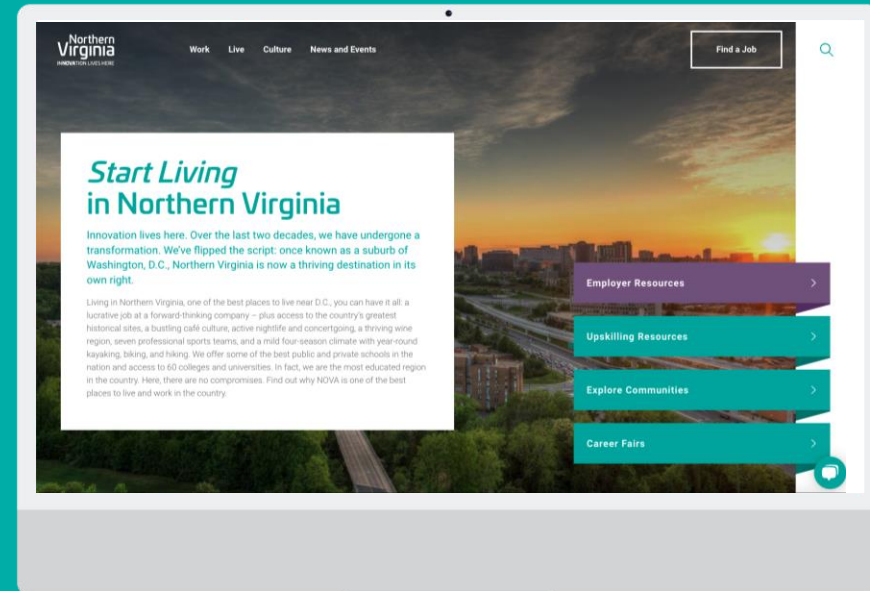
We Partner with Statewide Employment Groups

# Work in Northern Virginia Talent Website

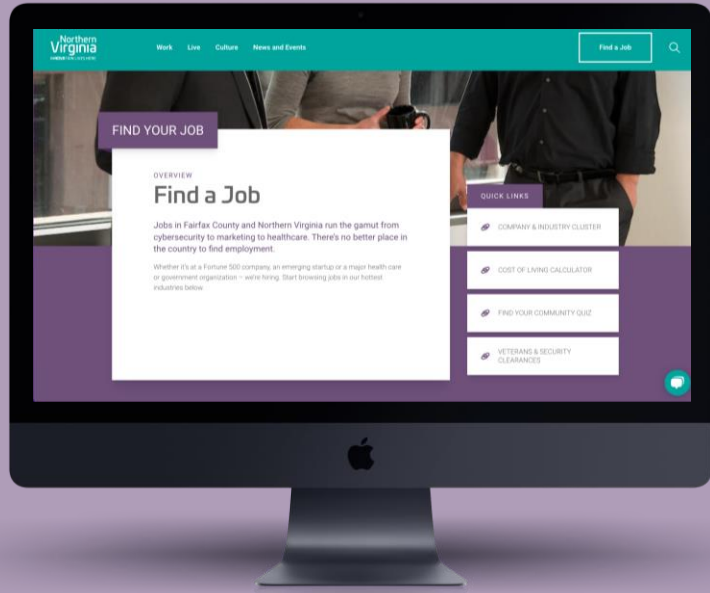
Our talent website, [Work in Northern Virginia](#), offers prospective residents a look into living and working in our region, including helpful tools and resources to get started in finding the perfect job.

Nearly  
**1 MILLION**  
sessions

**44%**  
of sessions from  
external target  
markets



# Interactive Website Tools



Job Board

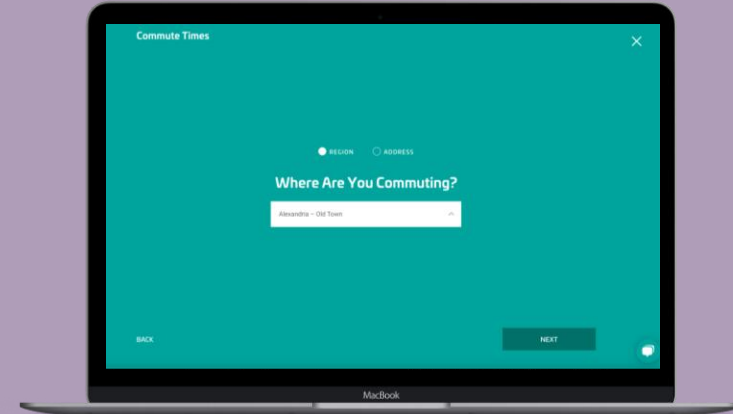


Company Cluster Map

Commute Time Calculator



Community Quiz





# Digital Ad Campaign

To increase awareness of Northern Virginia's jobs and lifestyle among talent, Work in Northern Virginia invests in a robust advertising campaign across Google.

Cleared Jobs Near DC | Work in Northern Virginia | Job Opportunities For Veterans

Ad [www.workinnorthernvirginia.com](http://www.workinnorthernvirginia.com)

Northern Virginia has a dedicated connection to the military. Employers located in Northern Virginia are passionate about hiring veterans.



# Media Outreach

# wtop

Fairfax Co. virtual job fair to connect new graduates with potential employers



Tysons Corner is becoming both a place to work and to live. (Getty Images/iStockphoto/Elan Irving)

Jeff Clabaugh  
May 26, 2020

The Fairfax County Economic Development Authority reports there are currently more than 50,000 job opportunities in the Northern Virginia region, and it is sponsoring a series of virtual job fairs, each aimed at different groups of potential job candidates.

# FORTUNE

He helped lure Amazon and Google to Northern Virginia. Here's how he's retaining talent during the Great Resignation

BY JANE THIER

December 4, 2021

Victor Hoskins, President and CEO of the Fairfax County Economic Development Authority, knows a thing or two about attracting talent.

Hoskins began in his role in August 2019 after nearly five years as Arlington County's director of economic development, where he led the team that brought Amazon's HQ2 to Northern Virginia. The \$2.5 billion deal, with which Hoskins is largely credited, is expected to create at least 25,000 local jobs, the *Washington Post* reported, and generate up to \$4.8 billion in revenue for the Commonwealth of Virginia.

Hoskins has spent his career revitalizing different pockets of the D.C.-Maryland-Virginia area. Before Arlington, he led economic development efforts in Prince George's County, Maryland, was deputy mayor for planning and development in Washington, D.C., and led Maryland's Department of Housing and Community Development.

Since Hoskins took the helm, Microsoft, Google, Facebook and Volkswagen, among other conglomerates, have made million-dollar deals to bring their business to Fairfax County, a suburb outside of Washington, D.C. In 2009, with 10 Northern Virginia jurisdictions, Hoskins established the Northern Virginia Economic Development Alliance, which helps the region gun for other large projects.

They're in good company: Fairfax is currently home to 11 Fortune 500 companies, including Capital One, [Bible](#) Worldwide, Leidos, and [Northrop](#)

# Recruiter.com™

How to Attract and Retain Workers Amid Today's Fierce Competition for Talent



As our economy recovers from the whiplash of COVID-19, so does the talent landscape. In 2020, the U.S. experienced record unemployment rates as companies laid off and furloughed employees in response to the pandemic. Flash forward to winter 2022: Over 2 million Americans have left the workforce completely, resulting in a massive labor shortage.

While the war for talent is not new, the pandemic has undoubtedly exacerbated the issue. On the other hand, talent is now relocating and willing to relocate more than ever before. In 2020, more than 7 million American households moved to different counties. In a recent study of national talent trends, 54% of respondents are either planning to or are open to a move within 12-18 months.

There is an opportunity to capture this small majority, but companies and the regions where they are located need to try something new to come out on top. We can do this by tapping into

[WorkInNorthernVirginia.com](http://WorkInNorthernVirginia.com)

# Career Fairs

FCEDA hosts a series of in-person and virtual career fairs throughout the year to connect companies with skilled talent and fill open roles. Our career fairs are free for both companies and talent to participate.

8

Career Fairs

4,500+

Attendees

12,000+  
Completed Chats







I wanted to reach out to you as my recruiting team gave me feedback that the recruiting event was **one of the BEST they have attended**. Great candidates to be pipelined for our positions.”



It was certainly an exciting event, **and I will be following up with multiple candidates for potential roles** both in the ADC space as well as other areas of AWS and Amazon as a whole.”



Great event today. I have some very difficult positions to fill related to submarine logistics and had **3 qualified candidates with the experience needed stop by today**. We definitely want to participate in the next career fair!”



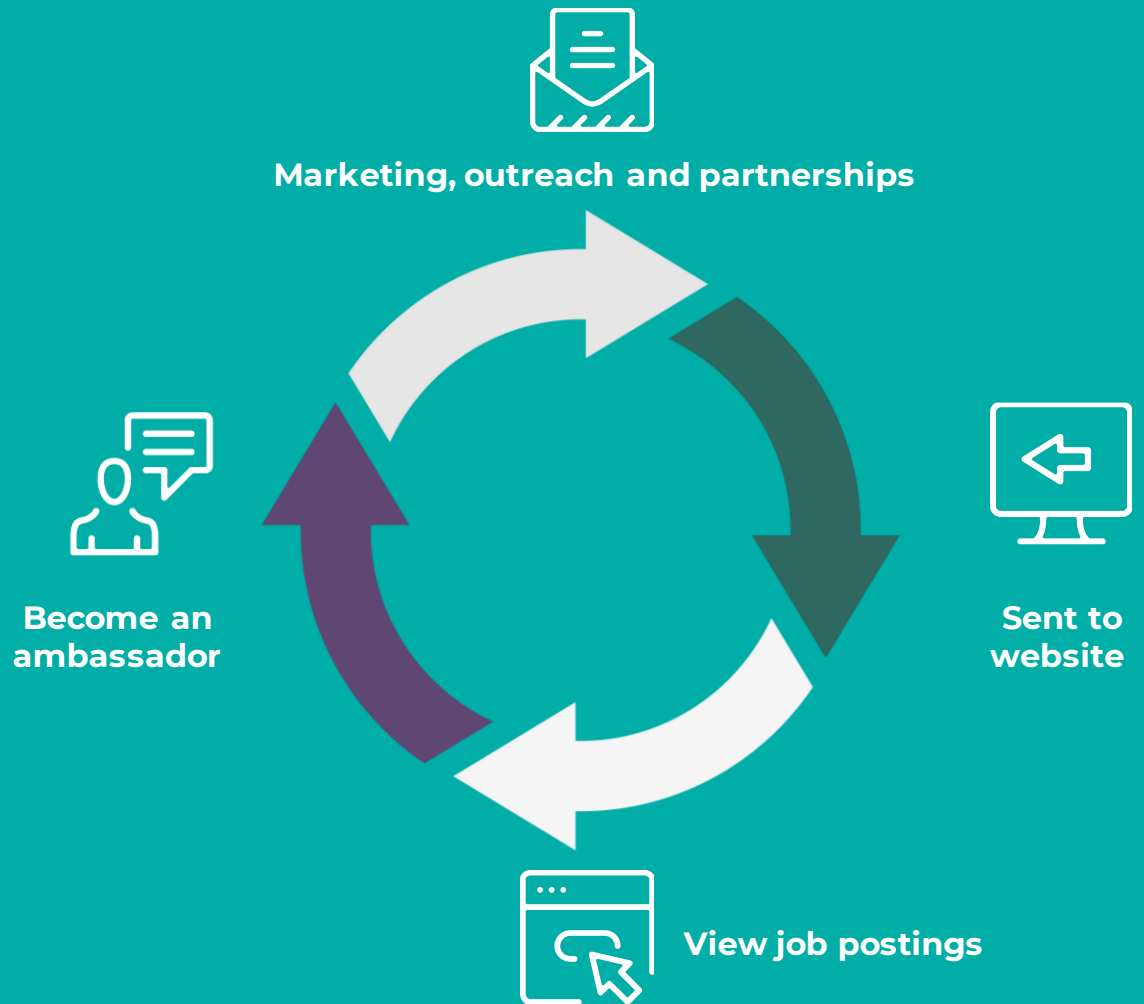
Our team was excited and grateful for the opportunity to engage with some **exceptionally talented individuals**, several of whom submitted job applications within hours of the fair.”

# Lifecycle of a Lead

Our talent attraction efforts reach audiences through integrated marketing across multiple platforms.


These relationships are then nurtured through consistent outreach and strategic partnerships.

The lead ultimately becomes a strong ambassador for the region.





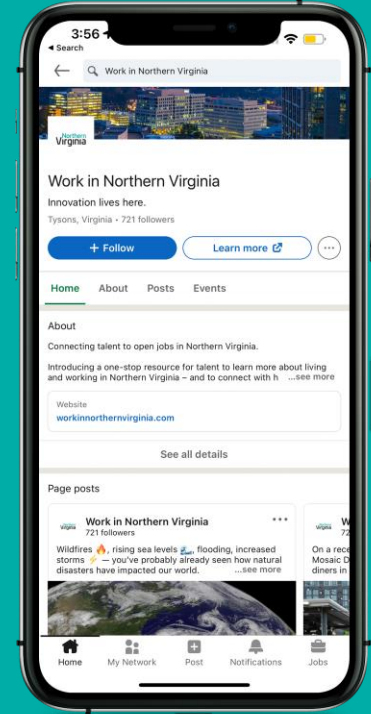
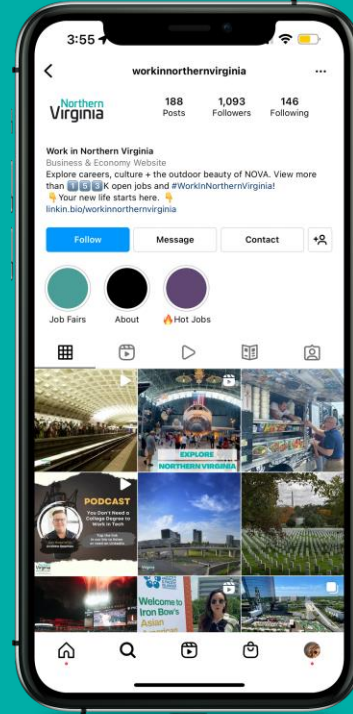
# Veteran and Military Spouse Programming



FCEDA conducts personal outreach, hosts in-person and virtual career fairs & leads regional initiatives focused on attracting **veterans, transitioning service members and military spouses** across the world through an in-house veteran talent specialist with state and regional partnerships.

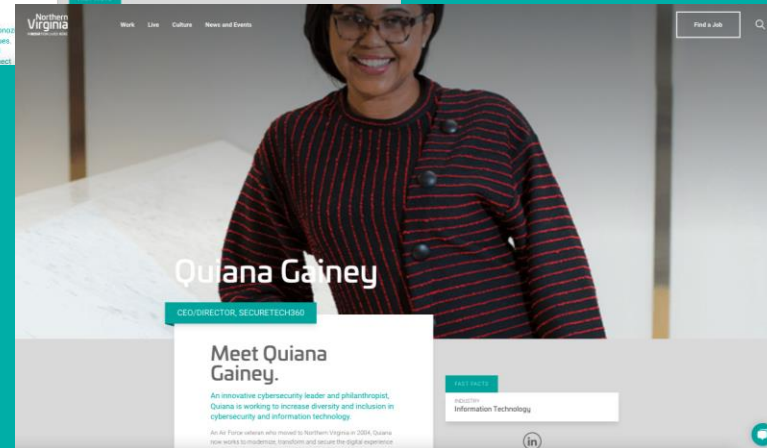
# Talent Social Media

According to national research, when considering places to relocate, talent overwhelmingly reports that social media is the top influencer of their decision. That said, FCEDA knows how crucial it is to maintain an engaging talent-facing social media presence to promote the region as a great place to live and work.



# Trailblazer Series

Our trailblazer series features **local ambassadors who are thriving in Northern Virginia** — professionally and personally. This provides companies with the opportunity to showcase employee accomplishments, company culture and why they love living in Northern Virginia.





# Hiring?

You've come to the right place.

**Northern  
Virginia**

LAUNCH YOUR CAREER HERE

**CONTACT MIKE BATT**

[mbatt@fceda.org](mailto:mbatt@fceda.org) | 703-287-4370

[WorkInNorthernVirginia.com](http://WorkInNorthernVirginia.com)

Learn how we can help you sell the location,  
**while you focus on selling the job.**