



GREATER HOUSTON  
**PARTNERSHIP**

Making Houston Greater.

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## Press Release

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### **Partnership Announces *Careers With No Limits* Jobs Site for Professionals**

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Innovative social media site next step in greater Houston talent attraction plan

**HOUSTON**– The Greater Houston Partnership announced the rollout of *Careers With No Limits*, an innovative social media jobs portal to recruit and attract more young professionals to the Houston region. *Careers With No Limits*, the first truly integrated regional social media jobs site in the nation, is the latest step in the Partnership’s Talent Attraction Initiative.

*Careers With No Limits* is the first socially-powered jobs site that supports both small businesses and large enterprises. It will offer users the latest in career search technology at no cost to users and gives human resource professionals, especially those at smaller companies, a better way of connecting with potential job candidates via social media including Twitter, Facebook, LinkedIn, or by text and email. For job seekers, the feature enables first-day notification of jobs through whatever channel works best for them.

“*Careers With No Limits* will give Houston an edge by sending job information directly to young professionals on the online platforms they already utilize,” said Partnership President and CEO Bob Harvey. “It will allow us to communicate where and how young professionals look for trusted information. If you are looking for a job, Houston is looking for you.”

“This new investment shows the Partnership’s commitment to attracting talent to the region,” said Niloufar Molavi, Vice Chair, Greater Houston Market Managing Partner and U.S. Energy Leader with PwC and the Partnership’s Talent Attraction Committee Chair. “A secondary benefit is that the real-time alerts will promote more opportunities to people who already live in Houston.”

“If we can get in front of young, talented people more quickly than other regions, we’re going to win the talent challenge,” said Molavi. “And as a result, more people are going to move to Houston to grow their careers,” she added.

#### **Talent Attraction Initiative**

*Careers With No Limits* is the latest step in the Partnership’s talent attraction and image campaign. This summer, the Partnership unveiled Houston Recruiter Tool Kits designed to give human resource professionals, talent

recruiters and university advisors easy access to top quality, interactive information and materials about the Houston region. All of the assets are designed and intended to be shared freely with potential candidates.

Houston's continued success depends largely on attracting outside talent to the region. Continued strong economic growth and the looming retirement of the baby boom generation have increased the need for more high-skilled, degreed professionals, particularly in energy, life sciences, technology and advanced manufacturing. The Houston region currently produces twice as many jobs as college graduates, forcing businesses to battle other top markets for professional talent critical to long-term economic growth.

To meet the talent challenge, the Partnership launched the Talent Attraction Initiative in 2014. The initiative is a comprehensive plan targeting professional talent with five years or less experience in several key markets, such as Austin, Baton Rouge, Gainesville and Miami. The multi-platform initiative utilizes extensive demographic and market research, and employs the best tools, tactics and messages to attract talent. The initiative also focuses on the quality of life issues which research has shown are top priorities for young professionals.

The Talent Attraction Initiative targets "0-5" young professionals in key markets across the country most likely to generate highly skilled talent that would be receptive to messages about Houston. In addition to information on Houston's diverse and strong business climate, the campaign will highlight Houston's key quality of life attributes such as great housing and neighborhood options, world-class culture, food and entertainment, parks, career opportunities, great networking and volunteering.

"Houston has a great story to tell young professionals across the country, but we still have work to do if we want to win the talent challenge," said Bob Harvey. "*Careers With No Limits* and the Recruiter Tool Kit are small but significant steps in a coordinated plan to show young professionals all Houston has to offer in the areas that matter most to them. He added, "We have to do a better job of informing the rest of the nation about our great quality of life if we want to fully unlock Houston's potential."

For more information on *Careers With No Limits*, the Houston Recruiter Tool Kits and the Talent Attraction Initiative, click [here](#).

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