



# FREQUENTLY ASKED QUESTIONS

## [Q: What is the purpose of the FindYourCenterNC.com website?](#)

FindYourCenterNC.com is an essential tool for both promoting the NC Triad as a top destination to live, work, and play while showcasing job opportunities in the region. The site includes lifestyle components that highlight the many amenities and benefits of living and working in the region.

## [Q: What was the motivation to develop this tool?](#)

The Piedmont Triad Regional Council created this tool to help employers to market this region to talented job candidates that are not familiar with the Triad. Employers have often complained that the lack of unified branding in the region causes candidates to overlook relocating to the area. In response to this problem, this website attracts prospective residents to the region by showcasing the region's diverse companies, universities, lifestyle amenities, and available jobs.

## [Q: What are the top features of the FindYourCenterNC.com site?](#)

The site offers a fresh approach for job seekers, including a cost of living calculator and an option to search for jobs by desired commute time.

The exclusive features of the site include:

- [Customized Job Portal](#)
- [Salary Comparison Calculator](#)
- [Commute Time Tool](#)
- [Interactive Communities Map](#)

## [Q: Who is the target audience for this site?](#)

The primary audience for this site is 25 to 45-year-old job seekers looking to start or advance in their careers and are willing to relocate. Other audiences for this site include job seekers who lost their jobs due to COVID-19, graduating university students, trailing spouses, and job seekers within the region who do not wish to relocate outside of the 12 county region.

## [Q: How can this tool help businesses and job seekers?](#)

For employers and HR directors, this is an all-encompassing tool that can help boost talent recruitment and retention efforts by showcasing the amenities and opportunities of the entire region from various perspectives. Instead of dated relocation packages, companies can leverage this real-time guide to living, working, and playing in the NC Triad.

For job seekers, this tool offers a fresh approach to finding a job, including a cost of living calculator and an option to search for jobs by desired commute time.



# FREQUENTLY ASKED QUESTIONS

## [Q: Why is the job search portal on FindYourCenterNC.com better than other job search tools? What sets it apart?](#)

Search for jobs by desired commute time. See how far your paycheck will go with a cost of living calculator. Learn more about the diverse living options in the region, from urban centers to rural communities and charming towns. The interactive FindYourCenterNC.com job portal offers a fresh, new way to look for jobs.

We designed this unique job portal exclusively for the NC Triad, meaning job results in the portal only displays job postings from Triad companies. Furthermore, it is the only job search tool in the region that categorizes job postings by major industries. The tool refines results by selecting specific and relevant keywords for each industry. It then only returns results from job postings with matching keywords from the central description of the job posting. This filtering is unique because many job search functions take results from any portion of the job-posting site, which creates imprecise results. Lastly, to further improve the user's experience, we curated a filter of keywords, for each industry, which excludes unwanted job postings.

## [Q: How were the job sectors selected on the "Find a Job" tool?](#)

The job categories were selected based on in-depth market research. The categories reflect the industry landscape in the Triad, as well as frequently searched for occupations.

## [Q: What counties are covered by the job search tool?](#)

The job results pull from all 12 NC Triad counties. They include Alamance County, Caswell County, Davidson County, Davie County, Forsyth County, Guilford County, Montgomery County, Randolph County, Rockingham County, Stokes County, Surry County, and Yadkin County.

## [Q: How can my company be featured on the FindYourCenterNC.com site as a "Featured Employer"?](#)

Employers who wish to be displayed as a featured employer on the website can contact Jessica Raby at [jraby@ptrc.org](mailto:jraby@ptrc.org) to learn more about sponsorship opportunities.

## [Q: How can my company list a job on FindYourCenterNC.com?](#)

When a local company posts job opportunities through the job site Indeed, the NC Triad website will automatically and routinely populate job postings.

## [Q: Can I link to the FindYourCenterNC.com website from my company website?](#)

Yes! We encourage all companies to include a link to the FindYourCenterNC.com site from your company or organization website. We have also made all of the branding, logos, key messaging, and other materials available for your HR teams to use when attracting talent to your company.



# FREQUENTLY ASKED QUESTIONS

**Q: Does the job search tool include jobs at smaller businesses and startups or just openings with the region's largest employers?**

Yes. The NC Triad Job Portal leverages Indeed to capture the most extensive list of jobs from the region. This includes both job openings at large employers and small businesses.

**Q: How can I/my company help with this initiative?**

We encourage all companies to link to the website, share information on your communications platforms, and begin promoting the region as the best place to live, work, and play.

Additionally, companies or organizations can help with this initiative by participating in a sponsorship package to ensure ongoing website optimization.

***QUESTIONS? Contact Jessica Raby, Workforce Program Manager for the Piedmont Triad Regional Council at [jraby@ptrc.org](mailto:jraby@ptrc.org).***