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## GRCA Opens Candidate Marketplace to Local Business Community

The Greater Reading Chamber Alliance (GRCA) recently announced the opening of the Candidate Marketplace, the newest feature of the Meet Greater Reading talent attraction program, to all Berks County businesses. This platform is designed to connect prospective residents and job seekers with local companies in the community.

The Candidate Marketplace was developed in partnership with RoleCall, a national talent attraction consulting agency, to address a top pain point of local companies — talent attraction. This new platform allows employers to access a pool of potential candidates who have expressed interest in relocating to the Greater Reading area and are seeking job opportunities.

The Greater Reading area's low cost of living, outdoor amenities, safety rankings and quality schools continue to attract new residents. GRCA's Meet Greater Reading brand highlights these selling points and more through a targeted digital marketing campaign aimed at those who once lived here, recent college graduates, individuals open to relocation and those working in priority industries such as education, health-care, engineering, manufacturing and skilled trades.

Employers who join the Candidate Marketplace will receive regular updates when new candidates are entered into the platform. They can easily search, filter and

sort candidates based on industry, experience, timeline to move and education—making it a user-friendly tool for finding top talent.

Prospective candidates also will receive regular emails with curated information relevant to their industry and interests to keep them engaged and informed about the Greater Reading area.

"Through the Candidate Marketplace, we are bridging the gap between local businesses and a highly motivated talent pool. This platform will empower employers to connect with prospective residents who are eager to make Greater Reading their home. It's a key step in addressing the region's talent needs and helping our community continue to thrive," said Keith Stamm, Director of Workforce, GRCA.

To sign up to join the Candidate Marketplace, Berks County employers must visit [talent.meetgreaterreading.org/talent-roster-employer-access-request](http://talent.meetgreaterreading.org/talent-roster-employer-access-request). Job seekers may visit [talent.meetgreaterreading.org/live-here](http://talent.meetgreaterreading.org/live-here) to fill out the form.

**ABOUT THE GREATER READING CHAMBER ALLIANCE:** Our mission is with excellent and committed leadership and coordination, we: attract new businesses to our community, support the businesses that are already here, nurture local start-ups, develop the workforce for today and the future, and advocate on behalf of the business community.

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