



CITY OF *Sumter*  
SOUTH CAROLINA

**VACANT POSITION**  
Visitor Information Specialist  
Tourism Department

**Job Purpose:** To work closely with the Sumter CVB/Visitors Center to deliver strategic, impactful marketing and promotions programs. This position's primary function is to interact with visitors to help them with their needs, answer questions, and solve any issues they may have. The role requires excellent customer service skills, a passion for local tourism, and the ability to effectively communicate Sumter's unique offerings to a diverse audience.

- Provides a positive, quality customer service experience to visitors of the Sumter Visitors Center.
- Assists with facility rental reservations.
- Assists with gift shop purchases, sales, and inventory.
- Assists with the coordination of community tours.
- Assists with financial records and point of sale system.
- Maintains complete and accurate inventory of literature and promotional materials to support visitor information and customer service efforts.
- Gathers and maintains traveler database.
- Contacts area attractions to obtain advertising literature, and event listings.
- Maintains community calendar of events.
- Maintains a good working relationship with all Visitor Center staff and partners to ensure program goals and objectives are met.
- Expands personal scope of knowledge of Sumter and South Carolina tourism products and Visitors Center operations by participating in regular training.
- Practices and promotes teamwork with Tourism department and external tourism partners.
- Must be able to communicate clearly and concisely in both written and verbal formats.
- Keeps office clean and well-maintained.
- Keeps accurate account of projects and maintains up-to-date file records; and
- Performs exceptional service to internal and external customers.

**Required Knowledge, Skills, and Abilities:** Written and oral communication skills are essential; proficiency in Microsoft Office, the Adobe Suite and/or Canva are required. The ideal candidate will be a confident and compelling communicator and presenter. Strong organizational, planning, and time management skills are a must, with exceptional attention to detail. The ability to build and maintain positive relationships with the community, organizations, the general public, and internal teams is critical. The role involves interacting with contacts at all professional levels, both as a service provider and as a team member, in day-to-day operations. All interactions must be professional, friendly, and responsive. A flexible and enthusiastic approach to collaboration is required, along with the demonstrated ability to multi-task and see projects through to completion. Must be able to lift up to 25 lbs.

**Minimum Qualifications:** Associate degree in hospitality, marketing, public relations, retail or related field preferred, or high school graduate/GED and two years of customer service and public contact experience in a related field; or any equivalent combination of education, training and experience. Must have a valid SC driver's license.

Deadline to Apply: **Open until filled**

Apply online at [www.sumtersc.gov](http://www.sumtersc.gov) or  
mail resume with cover letter along with application to:

City of Sumter Human Resources  
21 N. Main Street  
Sumter, SC 29150

The City of Sumter is an Equal Opportunity Employer and participates in **E-Verify**. **E-Verify** is an Internet-based system, operated by the Department of Homeland Security in partnership with the Social Security Administration. **E-Verify** allows participating employers to verify the employment eligibility of their newly hired employees and the validity of their Social Security Numbers.

This Notice is not intended to be an all-inclusive list of duties, knowledge, skills and abilities required to do the job. This is intended only to describe the general nature of the job. A more comprehensive list of duties, responsibilities and essential job functions is available on the job description.