



CITY OF *Sumter*
SOUTH CAROLINA

VACANT POSITION
Marketing Coordinator
Tourism Department

Job Purpose: To support the City of Sumter's communication efforts by promoting awareness of municipal services, infrastructure projects, and city initiatives while helping keep residents informed and connected to local government operations. The Marketing Coordinator collaborates across departments and with external partners to develop integrated campaigns that strengthen public trust, enhance transparency, and support city operations, public services, and initiatives that enhance the quality of life for residents.

- Develops and executes integrated marketing and communication strategies that elevate awareness of municipal services, infrastructure projects, public safety initiatives, and community programs.
- Serves as a primary marketing liaison for Public Services, Public Works, Planning, Community Services, and the Fire Department, ensuring consistent messaging and strategic alignment.
- Leads public information campaigns that educate residents on City services, projects, policies, and initiatives.
- Manages and oversees City's social media platforms, ensuring timely, engaging, and brand-consistent content that highlights departmental impact and community value.
- Plans and implements multi-channel advertising and outreach campaigns across digital, print, radio, and outdoor platforms.
- Creates and manages high-quality content including graphics, photography, video, and written materials that support departmental storytelling and transparency.
- Coordinates crisis and emergency communication support in collaboration with City leadership and public safety departments.
- Maintains and manages marketing collateral, publications, and digital assets to support public engagement and departmental needs.
- Builds and maintains partnerships with community organizations, businesses, media, and regional/state entities to amplify messaging and outreach.
- Supports community engagement efforts, including public meetings, events, tours, and educational initiatives.
- Tracks campaign performance, analyzes engagement metrics, and provides data-driven recommendations for continuous improvement.
- Ensures all communications align with City branding, voice, and strategic priorities.
- Provides responsive, professional communication to residents, stakeholders, and media.
- Maintains organized project management systems, timelines, and documentation.
- Performs exceptional service to internal and external customers.

Required Knowledge, Skills, and Abilities: Excellent written and oral communication skills, including active listening and the ability to convey information clearly and in a manner easily understood. Must be a compelling and creative communicator with strong presenter skills. Proficiency in Microsoft Office, the Adobe Suite, and/or Canva required. Strong organizational, planning and time management skills with attention to detail. Ability to translate brand guidelines into visual assets. Must be able to multi-task and own projects through completion. Ability to establish good working relationships with community, general public, and internally.

Minimum Qualifications: Bachelor's degree in Journalism, Communications, Marketing, Public Relations, or a related field; or any equivalent combination of education and experience that provide the required knowledge, skills, and abilities needed. Graphic design experience is strongly preferred. Must possess a valid South Carolina driver's license or ID.

Deadline to Apply: **Open until filled**

Apply online at 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