



CITY OF *Sumter*  
SOUTH CAROLINA

**VACANT POSITION**

Marketing Specialist  
Tourism Department

**Job Purpose:** To promote Sumter as a welcoming, vibrant place to live, work, and visit while supporting citywide public information and departmental communications.

- Develops and implements marketing and promotional campaigns that showcase Sumter's quality of life, attractions, history, culture, events, municipal services, and recreational opportunities.
- Supports citywide communications initiatives, including public information campaigns, special projects, departmental promotions, and civic engagement efforts.
- Maintains, manages, and monitors City's social media accounts, ensuring timely updates, brand consistency, audience engagement, and responsiveness.
- Assists in planning and executing advertising strategies across digital, print, radio, and outdoor platforms in alignment with City and tourism goals.
- Maintains an organized inventory of marketing collateral, publications, and promotional materials for visitor services, outreach, and events.
- Collaborate with local businesses, cultural institutions, hospitality partners, and regional/state tourism organizations to develop cross-promotional and cooperative marketing opportunities.
- Maintains and updates community and tourism calendars, event listings, and promotional schedules to ensure timely and accurate public information.
- Assists with the coordination of community tours, tourism initiatives, special events, and visitor engagement activities.
- Represents the City of Sumter at tourism-related meetings, trade shows, community events, and partner functions as assigned.
- Coordinates with influencers, media representatives, content creators, and travel writers to promote Sumter and support positive media coverage.
- Communicates clearly and professionally in both written and verbal formats, maintaining consistency with City branding and messaging standards.
- Maintains an organized, professional, and well-kept workspace.
- Provides responsive, customer-focused communication and information to residents, visitors, media, and community partners.
- Tracks projects, maintains accurate records, and manages digital and physical files related to marketing and tourism initiatives.
- Performs exceptional service to internal and external customers.

**Required Knowledge, Skills, and Abilities:** Excellent written and oral communication skills are a must. 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](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