



CITY OF *Sumter*  
SOUTH CAROLINA

**VACANT POSITION**  
Communications Specialist  
Tourism Department

**Job Purpose:** To maximize communication between various divisions, the public, the media, and other outside agencies, primarily through engaging social media management, use of photography, and video production skills. This position is part of a dynamic team that develops strategies for external and internal communication, works with various departments, implements efficient communication strategies, and coordinates activities to boast city accomplishments, particularly through the use of video production, social media, and other communication mediums.

- Manage, develop and market content via web and social media.
- Manage both internal and external content creation.
- Coordinate projects such as video production, photography, and web streaming.
- Write copy for initiatives including external and internal communications.
- Create marketing strategies that build community awareness.
- Create specialized campaigns and materials promoting City services.
- Manage projects to ensure content is publication-ready and meets the deadline.
- Manage relationships with various partners, providers and the general public.
- Organize and maintain all photographic, video and accessories inventory.
- Organize and maintain digital database, archives and resource materials.
- Collaborates with team on the coordination and distribution of all releases.
- Performs exceptional service to internal and external customers.
- Performs related duties as required.

**Required Knowledge, Skills, and Abilities:** Strong written and oral communication skills are a must. Compelling and creative communicator and presenter. Video production experience. Social media management. Possess excellent organizational, planning and time management skills with extreme attention to detail. Experience with Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects and Premiere). Knowledge of web, social media and multimedia practices. Knowledge of photographic and video equipment. Knowledge of Microsoft Office Suite including SharePoint, strong organizational skillset necessary to manage digital assets (photos, videos, etc.). Ability to self-manage and oversee projects. Ability to establish good working relationships with community agencies, general public and internal team. Ability to multi-task and own projects through completion

**Minimum Qualifications:** Bachelor's degree with a minimum of 5 years of direct experience in content creations and editing for an organization or any equivalent combination of education, training and experience in marketing, communications, or digital media. Must possess a valid South Carolina Drivers 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 allows participating employers to verify the employment eligibility of their newly hired employees and the validity of their Social Security Numbers. E-Verify is operated by the Department of Homeland Security in partnership with the Social Security Administration.

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.