

Sumter County Office of Human Resources



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Sumter County
Administration Building
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Sumter, SC 29150

Sumter Economic Development, TheLink Alliance, and SumterEDGE is currently looking for an Economic Development Marketing, Research & Multimedia Associate Starting Salary DOQ

Examples of Work Performed: The Economic Development Marketing, Research & Multimedia Associate will play a pivotal role in developing and implementing strategic marketing initiatives, conducting comprehensive research, analyzing data, creating compelling multimedia content, building relationships with existing industries, and supporting fundraising and strategic initiatives to support the organization's economic development goals. This role requires exceptional marketing, research, and analytical skills, as well as proficiency in graphic design software platforms and a deep understanding of economic development principles and practices. The ideal candidate will have a strong passion for community development, excellent communication skills, and the ability to work both independently and collaboratively within a team.

Required Knowledge, Skills & Abilities: Must be able to develop and create marketing strategies to raise awareness of our organization's economic development initiatives and attract new business opportunities. Is knowledgeable and able to conduct thorough research and analysis of economic trends, market conditions, and industry best practices to inform strategic decision-making and planning. Is skilled in designing and creating compelling multimedia content, including graphic designs, presentations, reports, infographics, and digital content, to effectively communicate our organization's mission, goals, and accomplishments. Is proficient in using graphic design software platforms such as Adobe Creative Suite (Illustrator, InDesign, Photoshop) and other tools to produce high-quality visual materials. Is able to collaborate with internal and external stakeholders to gather data and insights, ensuring accurate and up-to-date information for research projects and marketing efforts. Assists in identifying and pursuing funding opportunities, such as grants and sponsorships, to support the organization's economic development initiatives. Will provide support for fundraising and strategic initiatives, including event planning, donor relations, and campaign management. Maintains a comprehensive understanding of local, regional, and national economic development trends to ensure the organization remains at the forefront of industry best practices. Participates in networking events, conferences, and workshops to represent the organization and foster relationships with key stakeholders in the economic development community. Must have exceptional written and verbal communication skills, with a strong attention to detail. Is able to manage multiple projects and meet deadlines in a fast-paced environment.

Minimum Requirements: Requires a Bachelor's degree in Marketing, Economics, Business Administration, Graphic Design, or a related field. Prefer one (1) year of experience in marketing, research, data analysis, and multimedia content creation within an economic development context. Strong knowledge of economic development principles, practices, and strategies. Must be proficient in graphic design software platforms such as Adobe Creative Suite (Illustrator, InDesign, Photoshop) and other design tools. Experience in grant writing, fundraising, and relationship development with existing industries is a plus.

Benefits: Sumter County Government participates in the SC State Health Plans and Retirement Plans administered by PEBA (Public Employee Benefit Authority). A complete listing of benefits and eligibility requirements can be found by accessing peba.sc.gov. An overview of benefits and eligibility will be provided in the pre-employment packet and again during the new hire orientation.

Request Assistance: If you are a qualified individual with a disability or a disabled veteran, you may request a reasonable accommodation if you are unable or limited in your ability to access job openings or apply for a job on this site as a result of your disability. You can request reasonable accommodations by contacting Human Resources at (803) 774-2824 or emailing khooks@sumtercountysc.gov.

Reasonable Accommodation: Applicants with disabilities may contact Sumter County Government – Human Resources via telephone at (803) 774-2824, FAX (803) 774-2827 or e-mail khooks@sumtercountysc.gov to request and arrange for accommodations. If you need assistance to accommodate a disability, you may request an accommodation at any time.

Qualified Applicants Are To:

Submit a resume, cover letter detailing your relevant experience, and portfolio showcasing your marketing, research, and multimedia work to ebuxton@sumtersc.gov. Include “Economic Development Marketing, Research & Multimedia Associate Application” in the Subject line.

Or

Mail Documents To: 10 E. Liberty St, Sumter, SC 29150

Only shortlisted candidates will be contacted.

**EEO/AA
DRUGS DON'T WORK**