



The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm. It is Georgia's lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, and locating new markets for Georgia products. As the state's official destination marketing organization, it drives traveler visitation and promotes the state as a location for film and digital entertainment projects. GDEcD is responsible for planning and mobilizing state resources for economic development, fostering innovation and the arts to drive opportunity from the mountains to the coast.

Explore Georgia, the Tourism team of GDEcD, is the state's official destination marketing organization. Through its headquarters in Atlanta, nine Visitor Information Centers, and regional representatives across the state, this team inspires travel to and within Georgia through marketing programs developed and executed in partnership with the state's travel industry.

Welcome travelers. Tell Georgia's story. Be the reason someone falls in love with our state.

If you're energized by meeting new people, passionate about Georgia's culture, and thrive in a fast-paced, guest-facing environment, this role puts you at the front door of it all.

## **What You'll Do**

As a Visitor Information Specialist, you are Georgia's ambassador. Every shift is an opportunity to shape a traveler's experience and leave a lasting impression.

You will:

- Greet and engage visitors with warmth, professionalism, and authentic Southern hospitality
- Provide expert guidance on Georgia's destinations, events, attractions, dining, and hidden gems
- Help travelers plan routes, secure lodging, and locate mechanical, medical, or other essential services
- Maintain accurate visitor records and engagement data
- Represent Georgia at travel shows and special events to promote tourism and strengthen statewide economic impact
- Assist in updating event and attraction information for state publications and websites
- Support promotional campaigns, special projects, and marketing initiatives
- Work flexible rotating weekend shifts and some holidays to support our travelers.

Your work directly supports tourism growth and contributes to tax revenue that benefits communities across the state. Because travelers are on the road during weekends and holidays, our team is there to welcome them to Georgia when it matters most. In return, employees earn compensatory time that can be used later for personal time off and extended breaks.

## **Why This Job is Fun**

- You meet people from every state — and often from around the world
- You're constantly learning about festivals, destinations, and experiences across Georgia



- No two conversations are the same
- You actively promote everything that makes Georgia unforgettable
- You help create vacations, reunions, adventures, and memories

#### Why Columbus?

Columbus, Georgia is known for its easy access to outdoor activities. The city sits along the Chattahoochee River and features the longest urban whitewater rafting course in the world, attracting visitors and adventure enthusiasts year-round. Columbus has a welcoming, community-focused culture. Many residents describe it as a place where people know their neighbors, support local businesses, and participate in festivals and community events.

#### **Benefits That Support You**

This position includes the full State of Georgia benefits package. Full-time specialists are eligible for:

- Paid state holidays (may be observed on alternate days)
- Generous paid leave
- State pension plan
- 401(k) plan options
- Health insurance
- Dental and vision coverage
- Life insurance
- Additional voluntary benefits