

Social Media Manager – Walton County

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|-------------------|------------------------------------|-----------------|---------------|-----------------|----------|---------------------|--------------------|
| LOCATION | WRD Headquarters | | | | | | |
| DIVISION | Wildlife Resources Division | | | | | | |
| POSITION # | 00099761 | JOB CODE | GSP040 | PAYGRADE | H | ENTRY SALARY | \$36,752.25 |
| | | | GSP041 | | I | | \$40,995.03 |
| | | | GSP042 | | K | | \$47,879.85 |

**Communications Specialist 1/2/3*

Based on education and experience, the selectee will be hired into one of the above-mentioned job codes.

JOB DESCRIPTION

Under broad supervision, the Social Media Manager will drive the promotion of recruitment, retention, and reactivation of hunters, anglers, and other outdoor recreation enthusiasts through strategic use of social media platforms. This position will plan, develop, and implement social media strategies and campaigns, capture and create content, and manage promotional activities.

Primary Responsibilities

- Develop and execute comprehensive social media strategies to enhance the Wildlife Resources Division's presence and engagement across various platforms.
- Create and manage social media campaigns to promote hunting, fishing, and other outdoor activities, as well as research and management objectives.
- Monitor, analyze, and report on social media performance metrics, adjusting strategies as needed to meet organizational goals.
- Write compelling and engaging content tailored to different social media platforms.
- Film, edit, and/or produce videos appropriate for social media to showcase research activities, wildlife management, and outdoor events.
- Collaborate with field staff to capture and create authentic and visually appealing content.
- Work closely with field staff and other departments to gather content for social media.
- Support the team in implementing new ideas and strategies to enhance public engagement and awareness.

This position requires frequent communication with the public and our partner programs, moderate fieldwork including opportunities to work on Wildlife Management Areas and Public Fishing Areas, travel throughout Georgia to capture content, and the flexibility to work in the evenings and on weekends.

MINIMUM QUALIFICATIONS

GSP040- Communications Specialist 1

High school diploma/GED

AND

Three (3) years of experience of communications or job-related experience.

NOTE: An equivalent combination of knowledge, education, job or intern experience, training or certifications that provides the necessary knowledge and skills to successfully perform the job at the level listed may be substituted year-over-year.

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Communications Specialist 1/2/3 Continued

GSP041- Communications Specialist 2

High school diploma/GED

AND

Four (4) years of communications or job-related experience.

OR

One (1) year of experience required at the lower-level Communications Specialist 1 (GSP040).

GSP042- Communications Specialist 3

High school diploma/GED

AND

Five (5) years of communications experience or job-related experience.

OR

One (1) year of experience required at the lower-level Communications Specialist 2 (GSP041).

PREFERRED QUALIFICATIONS

Preference may be given to applicants with:

- DNR/WRD employment experience
- Experience in wildlife management practices within a state or federal agency
- Experience in science communication
- Experience with professional social media management
- Experience with Adobe editing Suites, Microsoft office Suites, and/or Hootsuite, or similar.
- Experience responding to customer inquiries

If interested in applying for this position, please submit an electronic DNR Application for Employment to the e-mail address highlighted below or mail a complete DNR Application for Employment to the following address:

Georgia Department of Natural Resources
Office of Human Resources
ATTN: Recruitment and Selection
2067 US Hwy, 278, SE
Social Circle, GA 30025
WRD.careers@dnr.ga.gov

The Deadline date to apply for this position is 4/9/26

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