

Wildlife Resources Division Vacancies

Communications Specialist 1/2/3 – Walton County

LOCATION	WRD Headquarters						
DIVISION	Wildlife Resources Division						
POSITION #	00228902	JOB CODE	GSP040	PAYGRADE	H	ENTRY SALARY	\$36,752.25
			GSP041		I		\$40,995.03
			GSP042		K		\$47,879.85

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

JOB DESCRIPTION

Under general supervision, this position leads communication efforts for the Fisheries Management Section by developing and implementing communication campaigns and outreach programs. The role involves creating educational materials, managing media relations, and supporting initiatives related to Fisheries species research, habitat management, and R3 (Recruitment, Retention, and Reactivation) efforts.

The position works closely with the Fisheries Management Section team to enhance public awareness and engagement. Responsibilities include collecting and managing multimedia content, coordinating press releases, and collaborating with internal and external stakeholders to promote program goals effectively.

Primary Responsibilities:

- Develops and implements communication strategies, campaigns, and educational materials for the Fisheries Management Section.
- Captures, selects, and archives photos and videos from fieldwork to support communication efforts.
- Regularly meets or interacts with Fisheries staff (HQ and in the field) to stay connected to priority needs from the Section (examples: attending staff meetings, visiting Region offices, assisting with special events, etc.)
- Builds and maintains positive relationships with industry partners, local businesses, internal teams, and external stakeholders.
- Develops and oversees educational and promotional campaigns related to Fisheries management and fishing, including promotion of Public Fishing Events and Fish N Learn Events.
- Works collaboratively with biologists, technicians, and the social media manager to create engaging social media content.
- Manages media relations, including press releases, media interviews, and public outreach initiatives.
- Coordinates efforts, including maintenance and data entry, distributing materials across various platforms, and gathering necessary information to support such programs as the weekly Fishing Blog, monthly Fishing Report, annual Angler Awards, and Georgia Bass Slam.
- Helps plan and facilitate public meetings for public engagement on regulation changes.
- Coordinating special events, such as grand openings or other, for fisheries-related locations.
- Promotes the goals and objectives of the Fisheries Management Section through strategic communication efforts.
- Assists (as needed by the Regulations guide coordinator) with development of the Fishing Regulations guidebook.

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Communications Specialist 1/2/3 Continued

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.

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).

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

PREFERRED QUALIFICATIONS

Preference may be given to applicants with:

- Experience with communications in the fishing or boating industry
- Knowledge of basic fisheries management
- Possesses or exhibits knowledge of multiple communications techniques: social media, marketing, outreach
- Experience in creating plans to manage communications campaigns
- Experience with Microsoft office Suites, Canva, WordPress, AirTable, Adobe Suite
- DNR/WRD employment experience

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Communications Specialist 1/2/3 Continued

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 completed DNR Application for Employment to the following address by the deadline date listed below:

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 6/25/26

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