



WILDLIFE RESOURCES DIVISION

WALTER RABON
COMMISSIONER

TED WILL
DIRECTOR

External Job Announcement

Position Title: Social Media Manager 1/2*
Position Number: 00099732
Agency/Location: Georgia Wildlife Resources Division/HQ (Walton County)

Responsibilities: 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.
- 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.
- Utilize allocated marketing funds for the development of promotional materials, including specialty license plates and social promotions.
- 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. (*Official Job Title: Marketing Specialist 1/2)

Minimum Qualifications:

GSP070 - Marketing Specialist 1

Associate's degree in Communication, English or Public Relations from an accredited college or university.

GSP071 - Marketing Specialist 2

Associate degree in communication, English, or public relations from an accredited college or university
AND

Two (2) years of job-related experience.

OR

One year of experience required at the lower level Marketing Specialist 1 (GSP070) or position equivalent.

Preferred Qualifications:

Preference may be given to applicants with experience in the following:

- Wildlife management practices within a state or federal agency

- Professional social media management
- Adobe editing Suites, Microsoft office Suites, and/or WordPress
- Responding to customer inquiries
- DNR/WRD employment

Salary: Marketing Specialist 1: \$42,941.42
Marketing Specialist 2: \$46,507.56

Application: Go to www.gadnr.org/careers to find Vacancy Announcement containing position number 00099732.

To apply 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:

Georgia Department of Natural Resources
Wildlife Resources Division
ATTN: RECRUITMENT & SELECTION
2067 U.S. Highway 278, S.E.
Social Circle, Georgia 30025
WRD.Careers@dnr.ga.gov

Application Deadline: October 18, 2024