

GEORGIA AQUARIUM

Career Information



What department is this position in?

Public Relations

What is the position's official job title?

Senior Social Media Specialist

Does this position require a college degree?

Yes

What kind of degree does this position require?

Bachelor's Degree or higher; Usually in Communications, Marketing, Public Relations, or related field.

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Do you need any certifications outside of a degree for this position?

No

What does the average day look like for this position?

I develop and create content for Georgia Aquarium's social media platforms: Instagram, Facebook, TikTok, X, and LinkedIn. Along with our video production team - I film, edit, and plan all the videos on our social pages. We monitor the social inboxes and respond to comments. I also work with influencers of all sizes and areas to help promote different things around the Aquarium. I work with partners around the city and the country on social media collaborations.



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Are there any internships that help to get this position?

Yes! Internships - especially at agencies or other entertainment or animal care facilities are a huge plus.

Is there any way to volunteer or shadow with this position?

Not currently.

What path did you take to get to working at Georgia Aquarium?

I started out at a PR agency in Atlanta working with many different kinds of clients - from restaurants to haunted houses and shopping centers. Being able to balance multiple clients at once helped prepare me for the speed at which we work.

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What is your favorite part about working at Georgia Aquarium?

I love always learning something new. I have worked here for about 5 years and I still feel like I learn something new every week.

Is there anything else you want to share about this position?

N/A

