

# Public Relations

## Senior Social Media Specialist



Q: Does the job require a degree, certification, or both?

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

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

A: Not currently.

Q: Are there any internships that help to get this position?

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

Q: What does your average day look like?

A: 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.

Q: What path did you take to get to Georgia Aquarium?

A: 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.

Q: What is your favorite part about working at Georgia Aquarium?

A: 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.



Thank You