

ADMINISTRATIVE PROFESSIONAL POSITIONS MUST QUALIFY FOR ONE OF THE [EXEMPTION CRITERIA](#) SET FORTH IN RCW 41.06.070.

**ADMINISTRATIVE PROFESSIONAL
Benchmark Job Class
Director, Marketing and Communication/1288**

Function and General Scope

Positions assigned to this class are responsible for directing and managing Washington State University's marketing and brand development activities which directly impact student recruitment, fund-raising, internal communications, constituency relations and the University's external image. Facilitating strategic planning, market research and creative development for the University's widespread marketing communication activities; developing and executing long-term marketing strategies; integrating strategies with the University's strategic plan; directing office operations, developing and administering office and program budgets; and hiring, assigning, reviewing, training, evaluating, performing corrective action and supervising personnel.

Classification Requirements (Minimum Qualifications)

Positions require a Bachelor's degree in communications, journalism, public relations or other relevant field AND five (5) years of progressively responsible professional-level marketing and communications experience which include three (3) years in an institution of higher education or comparable experience.