

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

**ADMINISTRATIVE PROFESSIONAL
Benchmark Job Class
Marketing/Promotions Coordinator Senior/1342**

Function and General Scope

Positions assigned to this class are responsible for planning, coordinating, leading and/or supervising others in marketing and promoting unit activities and programs. Positions are responsible for performing marketing/promotional work which is considered senior level; assigning, instructing and checking the work of others; developing and implementing marketing and promotion plans; coordinating, designing and overseeing advertising layouts; ensuring advertising placement in appropriate newspapers, magazines, radio and television media; preparing brochures, press releases and related promotional materials; and assisting in facilitating and overseeing local print, video and radio advertising.

Classification Requirements (Minimum Qualifications)

Positions require a Bachelor's degree in marketing, public relations, communications or related field and three (3) years of professional level experience in marketing, promotional or related work. Any combination of relevant education and experience may be substituted for the educational requirement on a year-for-year basis.