

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

**ADMINISTRATIVE PROFESSIONAL
Benchmark Job Class
Public Relations/Communication Coordinator Senior/1282**

Function and General Scope

Positions assigned to this class are responsible for leading, supervising and/or developing a comprehensive communication strategy, annual work plan, and performing public relations functions for the college or campus. Writing, editing and coordinating news releases, newsletters, magazines, annual reports, proposals, special reports, speeches, brochures, video footage, still photography, world-wide Web, and other materials or projects supporting the unit's public relations, development and student recruitment goals.

Classification Requirements (Minimum Qualifications)

Position requires a Bachelor's degree in public relations, mass communications or a relevant field and three (3) years of professional experience in print or broadcast news media, public relations or marketing including proven experience with writing and editing skills; writing feature articles, brochures, annual reports and speeches; executing strategic communication plans and complex communication projects.