

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 Manager/1284**

**Function and General Scope**

Positions are responsible for directing communication and/or marketing research for the college or campus. Positions have substantial responsibility for directing or controlling program operations and who are accountable for the allocation of resources and program results, including supervising staff, managing operations, programs or services including fiscal planning, budget, policies and procedures. Developing comprehensive communication strategy and work plan annually, including marketing and communication activities in support of college/university priorities. Supervising the writing, editing and/or coordinating of news releases, newsletters, magazines, annual reports, proposals, special reports, speeches, brochures, video footage, still photography, world-wide web and other materials or projects related to the unit's public relations, development and student recruitment goals.

**Classification Requirements (Minimum Qualifications)**

Positions require a Bachelor's degree in communications, journalism, public relations or other relevant field AND four (4) years of professional level experience in print or broadcast media, public relations work or other relevant experience which has included at least one (1) year of supervisory experience.