

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/1281**

**Function and General Scope**

Positions are responsible for developing an annual work plan for communication and/or public relation activities for an academic school, college, campus or a central administrative unit. This includes writing, editing and/or coordinating program schedules, news releases, newsletters, magazines, annual reports, proposals, speeches, brochures, still photography, world-wide web pages and other material or projects supporting the unit's public relations, development and student recruitment goals. Positions function as media liaison for the unit in direct cooperation with the University's central news, information staff or national television program guide agencies.

**Classification Requirements (Minimum Qualifications)**

A Bachelor's degree in public relations, communications, marketing or other relevant field AND either two (2) years of professional experience in print OR broadcast news media, public relations, marketing including the use of electronic media or two (2) years of other relevant professional experience.