

## JOB DESCRIPTION

**Job Title:** Assistant Director, Various  
**Working Title:** Assistant Director, Public Affairs  
**FLSA Status:** Exempt  
**Salary Grade:** 11B

### PURPOSE OF POSITION

The Assistant Director, Public Affairs, plays a pivotal role in developing and executing strategic outreach for the Agency's capital and construction projects, with a primary focus on the Southern California Optimized Rail Expansions (SCORE) and State of Good Repair initiatives. This position leads outreach to key stakeholders, including Metrolink Member Agencies, local jurisdictions, elected offices, and the public, to foster support and awareness for capital projects. Working collaboratively across the Program Delivery, Government & Community Relations, and Communications & Marketing departments, the Assistant Director is responsible for designing and implementing comprehensive outreach strategies. The role also includes managing external outreach and communication consultants to ensure alignment with project goals and messaging.

### DISTINGUISHING CHARACTERISTICS

The classification is not part of a job series.

### SUPERVISION EXERCISED AND RECEIVED

- Receives general oversight from the Director or Executive-level management.
- Responsible for managing and monitoring work performance of outside agencies and consultants assigned to projects providing outreach and community relations.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

*The duties listed below are intended to describe the general nature and level of work being performed and are not to be interpreted as an exhaustive list of responsibilities.*

- Oversees and manages the work of internal staff, contractors, and consultants performing public affairs and community relations activities related to SCORE and other capital and construction projects.
- Develop and execute strategic communications, government relations, and community relations plans, messages, and positioning efforts related to the Authority's capital projects.
- Build and maintain relationships with local jurisdictions, elected officials, community stakeholders, and Member Agencies to help promote and advance capital projects and ensure public awareness of SCRRA capital and construction projects.
- Identify emerging issues or conflicts related to construction impacts, environmental concerns, or political resistance and coordinate fast-acting strategic outreach plans to mitigate risk to project delivery or public perception.
- Develop outreach performance metrics and report progress to leadership and partners.
- Collaborate across departments to prepare materials to respond to community, public, and media inquiries about SCORE and other capital and construction projects.
- Represent SCRRA at special events, community meetings, and other external events related to SCORE capital and construction projects.



- Create presentations, community notices, communications plans, news releases, news advisories, and talking points in collaboration with internal and external stakeholders.
- Conduct media outreach and interviews in coordination with Communications.
- Facilitate briefings, meetings, and presentations with stakeholders to provide updates, gather feedback, and address concerns.
- Maintain relationships with appropriate railroad or functional industry partners and stay current on relevant issues, practices, and procedures.
- Maintain an up-to-date, targeted community database and/or contact lists related to SCORE and other capital and construction projects. Manage, expand, and as necessary, distribute an up-to-date contact list.
- Manage budgets and contracts related to public affairs and communications for capital programs.
- Direct the preparation and processing of all Board items in relation to departmental goals and objectives.
- The responsibilities outlined above are representative of the role but not exhaustive. Additional duties may be assigned as needed, and reasonable accommodations will be provided to qualified individuals with disabilities in accordance with applicable laws.

## **MINIMUM QUALIFICATIONS**

### **Education and Experience**

- Bachelor’s degree in Communications or a related field.
- A minimum of eight (8) years of experience in communications, government relations, public relations, journalism, community outreach, or a similar field.
- A minimum of five (5) years of experience in successfully directing, managing and supervising contractors and/or consultants.
- A combination of training, education and or experience that provides the required knowledge, skills and abilities may be considered when determining minimum qualifications. Advanced relevant coursework may also substitute for a portion of the required experience.

### **Preferred Qualifications**

- A minimum of three (3) years of experience in public or governmental agency as an employee, contractor, or consultant with a Class 1, intercity passenger, major commuter railroad, or transit provider in a 24/7 operations environment.

### **Knowledge, Skills, and Abilities**

#### Knowledge of:

- Project management and coordination.
- Capital projects, programs, and associated priorities in communicating with the public.
- Principles and practices of municipal budgeting, project management and communications in a public agency environment.

#### Skilled In:

- Exceptional verbal and written communication.
- Customer service.
- Microsoft Office.
- Strong and effective leadership, team building, communication and time management.



### Ability to:

- Simultaneously balance multiple initiatives and drive initiatives to successful completion.
- Appropriately represent SCRRRA to outside agencies and the public.
- Prepare analytical and statistical reports on assigned project operations and activities.
- Incorporate SCRRRA vision, mission, and strategic goals and key issues into concrete messages for educational, informational, and communications purposes to foster public understanding in these areas.
- Develop and modify departmental policies, strategies and/or methods.
- Exercise the judgment, decisiveness, and creativity required in situations involving the direction, control, and planning of an entire program or multiple programs.
- Maintain composure in a high-pressure or stressful situations and environments.

### **PHYSICAL REQUIREMENTS**

- Transition between a stationary position at a desk or work location and move about Metrolink facilities or other work site locations
- Operate tools to perform the duties of the position, such as computers, office equipment, and work-related machinery
- Transport equipment or boxes up to 25 lbs
- Exchange ideas by means of communication
- Visual acuity to detect, identify, and observe employees or train movement and any barriers to movement when working on or near railroad tracks
- Hear and perceive the nature of sounds when working on or near railroad tracks
- Balance, ascend/descend, climb, kneel, stoop, bend, crouch, or crawl within assigned working conditions and or locations

### **Working Conditions**

Position requires work in a normal office environment with little exposure to excessive noise, dust, or temperature. Work may also be conducted in outdoor environments, at construction sites, Railroad Track and Right-of-Way environments, and warehouse environments, with possible exposure to individuals who are hostile or irate, moving mechanical parts, and loud noises (85+ decibels, such as heavy trucks, construction, etc.)

*Southern California Regional Rail Authority is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the Authority will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.*

Last Updated: July 2025

