

JOB DESCRIPTION

Job Title: Chief Customer Experience Officer

FLSA Status: Exempt

Salary Grade: 14

PURPOSE OF POSITION

The Chief, Customer Experience Officer will oversee the strategic planning, development, and implementation of the SCRRA's communication and marketing plans, campaigns, and activities to align with the Agency's vision and goals. This position will be responsible for bringing the Agency's message to the public, driving public awareness and increasing ridership.

DISTINGUISHING CHARACTERISTICS

This job description is not part of a job series.

SUPERVISION EXERCISED AND RECEIVED

- Receives general oversight from the CEO and Board of Directors.
- This position is responsible for managing and monitoring work performance for a group of employees within a division or department.

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.

- Oversee and monitor Agency communication initiatives, ensuring a consistent message is delivered to internal and external stakeholders including employees, the Board, member agencies, elected officials, and the public.
- Develop and implement a strategic marketing plan to guide all aspects of the agency's marketing and sales efforts, including the development of new products and services, to increase rider acquisition and revenue.
- Oversee, monitor, and adhere to assigned department's budgetary objectives, strategic goals, and planning schedules, which comply with agency-wide fiscal responsibility.
- Form partnerships with external organizations and agencies to expand the Authority's marketing reach through cooperative efforts, joint marketing programs, and sponsorship opportunities.
- Review proposals and make recommendations to the CEO on the impact of various changes to the commuter rail service.
- Collaborate with the Executive Leadership Team (ELT), ensuring divisional and departmental activities align with Agency-wide goals and objectives.
- Formulate marketing budgets, oversee marketing expenditures, and evaluate return-on-investment for marketing efforts.
- Monitor and evaluate staff to establish training needs within the department and ensure objectives and expectations are met.



- Present and participate in various cross-functional discussions with the executive leadership team, Board of Directors and all internal stakeholders, while maintaining strategic business partnerships with government agencies, professional associations, member agencies, industry leaders, and all external stakeholders.
- Collaborate with SCRRA management and departments, and various stakeholders for market research, media, external communications and government affairs to establish marketing goals consistent with SCRRA overall business objectives.
- Manage the marketing firms and their work under contract and provide strategic marketing direction.
- Conduct and organize regular department meetings to ensure communication of strategy and action plans.
- Remain knowledgeable of key industry trends, regulations, processes and internal resources, ensuring initiatives align with Agency strategic goals.
- 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 Marketing, Business Administration, or related field.
- A minimum of (10) years of progressive experience in marketing, advertising, and sales is required; experience in the Public sector or a public transportation agency is preferred.
- A minimum of (8) years of experience supervising, directing, and leading management-level staff in a marketing or communications department.
- A combination of training, with a minimum of an Associate Degree 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

None

Knowledge, Skills, and Abilities

Knowledge of:

- SCRRA policies and procedures
- Local, state, and federal legislative process and funding sources
- Budgeting and financial constraints
- Implementation and evaluation of strategy and product development

Skilled in:

- Use of Microsoft Office products, including Word, Excel, Outlook, and PowerPoint
- Strong and effective leadership, communication, time management and team building
- Analytical research and strategic thinking

Ability to:

- Make formal presentations to large and small groups, the Board, Committees and the public
- Provide clear direction and policies to eliminate or reduce potential conflicts



- Create a work environment to encourage excellence, to reward performance and to embrace change
- Demand accountability and deliver difficult or complex communications.

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: June 2025

