METROLINK

JOB DESCRIPTION

Job Title: Public Affairs Manager
Working Title: Communications and Public Affairs Manager
FLSA Status: Exempt
Salary Grade: 9

PURPOSE OF POSITION

The Communications and Public Affairs Manager supports Metrolink's efforts to engage customers, stakeholders, communities, and the broader public. Reporting to the Assistant Director of Communications and Public Affairs, this position works collaboratively with Public Affairs and Customer Experience staff to develop and implement strategic communications and engagement programs that advance agency priorities, foster relationships with cities, counties, and other key stakeholders, and protect and enhance Metrolink's reputation. The Manager also serves as the secondary spokesperson under the Southern California Regional Rail Authority's (SCRRA) emergency communications procedures.

DISTINGUISHING CHARACTERISTICS

This job description is not part of a job series.

SUPERVISION EXERCISED AND RECEIVED

- Receives supervision from departmental management/supervisory level role.
- This position has no formal supervisory responsibilities.

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.

- Respond to community, public and media inquiries.
- Build and maintain relationships with cities, counties and other stakeholder groups in Metrolink's service area to ensure timely, appropriate and accurate information is provided to stakeholders.
- Serve on Metrolink's 24/7 public affairs on-call team, providing crisis communications support, participating in the team rotation (typically one week as backup and one week as lead each month), and training new team members to ensure a consistent, disciplined response during incidents.
- As directed, collaborate across departments, member agencies, and industry partners to surface, shape, and package proactive storylines and develop appropriate responses to community, public, and media inquiries about Metrolink services and projects.
- Through a variety of sources, monitor emerging capital, state-of-good-repair, and maintenance project issues, including construction impacts, environmental concerns, or political resistance, and coordinate timely strategic outreach plans to mitigate risk to project delivery or public perception.
- Represent SCRRA at special events, community group meetings, etc.
- Create presentations, community notices, communication plans, press releases, media advisories, talking points, fact sheets, video scripts, newsletter articles, board notices, and other high-quality internal and external communications materials.

- Maintain up-to-date, targeted community database and/or contact lists. Manage, expand and, as necessary, distribute an up-to-date contact list.
- Direct and oversee the work of contractors performing communications, public affairs, and community relations activities; establish clear expectations and ensure quality compliance.
- Support the administration and oversight of departmental budgets, contracts, and procurements.
- Maintain relationships with appropriate railroad or functional industry partners and stay current on relevant issues, practices, and procedures.
- 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 Public Relations, Communications, English, Marketing or related field.
- A minimum of five (5) years of experience in Communications or Public Relations, with experience in a government agency.
- 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 two (2) years of experience in a 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
- Principles of graphics and layout
- Transportation issues
- Communications in government agencies
- Political sensitivities
- Community relations
- Media relations

Skilled in:

- Writing and editing
- Customer service
- Microsoft Office
- Verbal and written communication
- Organization and time management.

Ability to:

- Organize work and handle multiple requests and priorities
- Adapt to effectively meet changing customer expectations

- Demonstrate an analytical skill set that will support the reporting and analysis of data or trends related to stakeholder inquiries and comments
- Establish and maintain effective relationships
- Maintain composure under stress
- Work weekends and extended hours

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: October 2026