

JOB DESCRIPTION

Job Title: Coordinator, Marketing

FLSA Status: Non-Exempt

Salary Grade: 6

PURPOSE OF POSITION

The Coordinator, Marketing will provide planning, coordination, implementation, and supervision of a variety of marketing activities. This position integrates agency-wide efforts to ensure positive exposure, positioning, and corporate messaging through the design and implementation of print, digital/electronic, and web-based communications, and the active use of social media.

DISTINGUISHING CHARACTERISTICS

This job description is not part of a job series.

SUPERVISION EXERCISED AND RECEIVED

- Receives supervision from departmental management/supervisory level management
- 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.

- Plan and implement programs and projects to increase knowledge and ridership on public transportation.
- Identify, analyze and implement new channels for dissemination of information, such as expanding the use of electronic devices, smart applications and tools that support instant messaging, and all social media as it relates to sales and marketing.
- Perform staff support work responsible for promoting Authority ridership and communicating with SCRRRA customers.
- Work with others in the development of marketing materials, including photography and videography projects, website content, email campaigns, and social media presence. Ensures consistency of communications across all channels.
- Coordinate and implement internal and external communication programs and campaigns. Administer the customer database as it relates to social media responses from outgoing SCRRRA marketing programs.
- Develop, record, and report relevant metrics. Conduct ad hoc research (i.e. professional associations, other commuter rail agencies, etc.) as needed.
- Compile data from various reports and update ridership and revenue figures for marketing evaluations and special services.
- Coordinate and plan the procurement of customer appreciation and employee promotional materials in collaboration with various departments. Coordinates promotional item ordering and fulfillment.
- Manage projects for destinations and events marketing opportunities working with various departments. Staffs SCRRRA booth at special events. Complete data entry for direct mail campaigns into Salesforce.
- Respond to public inquiries. Assist with ticket information to external customers.
- Process applicable CTO's, invoices and contracts.



- Audit and ensure compliance of Sales and Marketing cost center budget.
- 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 Journalism, Marketing, Communications, Public Relations, or a field with emphasis on customer communications skills.
- A minimum of three (3) years of experience in electronic marketing communications and/or customer relations management, working in a team-focused environment.
- 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:

- Salesforce.com or a similar customer relationship management database
- Oracle and Application Extender or similar e-business software
- The Request for Proposal (RFP) process, Contract Task Order (CTO) process and invoicing process, including ethics, related to public agencies
- Principles and practices of advertising, marketing, public relations and public affairs
- Content management systems
- Social media platforms including Facebook, Twitter, Instagram, YouTube, etc.
- Photography and videography equipment

Skilled In:

- Use of Microsoft Office
- Evaluating and analyzing effectiveness of marketing programs and activities
- Strong and effective verbal and written communication, including presentation skills

Ability to:

- Meet tight time constraints and deadlines
- Prioritize and expedite multiple requests
- Adapt and keep up with last minute changes and requests
- Follow strict guidelines
- Work in teams and collaborate with different styles and personalities
- Think creatively and organize new ideas
- Take photos and videos

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

