

## JOB DESCRIPTION

**Job Title:** Director, Customer Experience Innovation & Partnerships

**FLSA Status:** Exempt

**Salary Grade:** 12

### PURPOSE OF POSITION

The Director, Customer Experience (CX) Innovation & Partnerships, provides strategic leadership in advancing Metrolink's customer experience through technology, innovation and strategic partnerships. This role leads a team responsible for generating non-fare revenue through advertising, sponsorships, merchandising, filming, events, and partner programs. The Director champions innovation on customer-impacting projects across the agency, fostering cross-departmental collaborations to deliver creative solutions that enhance customer experience and drive Metrolink's growth and modernization.

### DISTINGUISHING CHARACTERISTICS

The classification is not part of a job series.

### SUPERVISION EXERCISED AND RECEIVED

- Receives general oversight from Executive level management.
- Responsible for managing and monitoring work performance of a division or a 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.*

- Lead the planning and implementation of customer-focused innovations that utilize technology, data, and process improvements to enhance customer experience.
- Lead the development and execution of strategies that generate non-fare revenue through advertising, sponsorships, merchandising, filming, events, and partner programs.
- Oversee the creation, negotiation, management, and performance measurement of strategic partnerships that enhance revenue, brand visibility, and customer value.
- Develop and manage annual business plans, budgets, and revenue targets for all partnership and innovation programs.
- Serve as a key driver of innovative projects that improve customer experience, streamline CX division operations, and advance the agency's modernization goals.
- Collaborate with cross-functional teams—including Safety, Security, and Compliance, Program Delivery, and Operations—to implement customer-centered solutions and innovations.
- Evaluate opportunities for grant funding, technology integration, and scalable innovations that align with Metrolink's goals.
- Monitors and evaluates staff to establish training needs within the department and ensure objectives and expectations are met.
- Foster a culture of creativity, collaboration, and continuous improvement within the team, mentoring staff and building capacity for future growth.
- Directs 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 Marketing or Business Management or related field.
- A minimum of ten (10) years of progressively responsible experience in customer experience, innovation, partnerships, business development, or related disciplines.
- A minimum of eight (8) years in a management or senior leadership position overseeing teams, budgets and cross-functional initiatives.
- 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

- Experienced with leading technology or process innovations.
- Experienced with developing and managing partnerships, sponsorships or revenue generating programs.
- Experienced with contract management, vendor oversight, procurement processes.
- Experience working with transportation, mobility or other public sectors.

### Knowledge, Skills, and Abilities

#### Knowledge of:

- Principles and practices of customer experience management, innovation and partnership development.
- Emerging technologies and digital tools that enhance customer satisfaction.
- Metrolink and/or the Southern California transportation market.
- Budgeting and financial management.

#### Skilled in:

- Leading cross-functional teams and complex projects from concept to implementation.
- Identifying, negotiating and managing strategic partnerships and sponsorships.
- Business development and advertising strategies.
- Relationship-building with partners and member agencies.
- Team building, mentoring, and developing staff and cross-functional relationships

#### Ability to:

- Translate customer insights and organizational goals into actionable innovations.
- Adapt strategies to evolving technologies, customer needs and Metrolink’s priorities.
- Collaborate with colleagues and other departments to drive impact for the Agency
- Successfully balance multiple initiatives simultaneously, driving initiatives through to completion

## 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 2025

