

## JOB DESCRIPTION

**Job Title:** Director, Customer Experience

**FLSA Status:** Exempt

**Salary Grade:** 12

### PURPOSE OF POSITION

The Director, Customer Experience is responsible for customer-focused initiatives to enhance customer experience for the Southern California Regional Rail Authority (SCRRA).

### DISTINGUISHING CHARACTERISTICS

This job description 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.*

- Direct the operation of the Customer Service Center and Consumer Reports process.
- Lead efforts to coordinate across departments to plan and execute all customer-focused communications
- Develop and implement comprehensive customer-focus strategy to enhance overall customer experience.
- Lead interdepartmental Customer Experience Task Force(s) and liaise with external stakeholders to guide and recommend actions to improve customer experience.
- Develop, implement and monitor programs to ensure customer satisfaction.
- Maintain awareness of new customer experience trends and development related to Public Transit.
- Responsible for overseeing and leading the process to complete certain financial transactions that require direct customer communication including refunds and group sales.
- Inform and advise the CXO of ongoing customer experiences issues and makes recommendations for their resolution.
- Define customer experience metrics, goals, and creates a dashboard to report progress and provide indicators of improvement.
- Responsible for communicating service changes, service interruptions, relevant policies affecting customer behavior, new services, feedback opportunities, and general information to customers.
- Evaluate job performance of staff which also includes the professional development of staff through the identification of on-the-job and other professional development opportunities.
- Perform all job duties and responsibilities in a safe manner to protect yourself, your fellow employees and the public from injury or harm.
- 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, Business Management, Public Relations or a related field.
- A minimum of ten (10) years of progressive experience in public transportation.
- 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 required experience.

### Preferred Qualifications

None

### Knowledge, Skills, and Abilities

#### Knowledge of:

- SCRRRA policies and procedures
- Marketing strategies
- Social media marketing

#### Skilled In:

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

#### Ability to:

- Plan, organize, and analyze issues, direct and develop strategies, and initiate creative solutions to complex problems that span across the customer experience
- Developing and administering departmental goals, objectives, and procedures
- Collaborate with Authority staff and lobbying team to develop priorities

## 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

