

JOB DESCRIPTION

Job Title: Director, Public Affairs

FLSA Status: Exempt

Salary Grade: 12

PURPOSE OF POSITION

The Director, Public Affairs will plan and direct the day to day operations of public affairs for the SCRRA including the design and implementation of communication strategies and programs for SCRRA stakeholders and will serve as SCRRA's lead spokesperson on key issues in consultation with outside consultants and legal counsel.

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.

- Develop and direct strategic communication plans, messages and positioning efforts in line with the Authority's mission and business objectives. Act as primary spokesperson to the public, media, community, board members and executive team.
- Develop and administer press releases through various media outlets. Coordinate media strategy planning for crisis management and public relations activities.
- Provide professional and confidential counsel and advice, along with recommendations to senior and executive management on matters related to communications messaging, ensuring the implementation of SCRRA goals and objectives. Provide feedback and edit talking points including but not limited to; press releases, FAQs, executive memos, communications plans, board notices and other communications.
- Build and maintain relationships with local, regional, national, and international industry media outlets.
- Stay current on relevant legislation, best practices, and procedures.
- Participate in the preparation and administration of assigned program budget and contracts.
- Monitor and evaluate staff to establish training needs within the department and ensure objectives and expectations are met, along with compliance to policies and procedures.
- Collaborate with managers and various departments, governing board members, and executive management, to implement the Authority's media outreach strategies to accomplish organizational objectives
- Direct 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 communications or a related field.
- A minimum of eight (8) years of experience in communications, marketing, public relations, journalism, community outreach, or a similar field.
- A minimum of three (3) years' experience in a public or governmental agency as an employee, contractor, or consultant with a Class 1, intercity passenger or major commuter railroad in a 24/7 operations environment.
- A minimum of five (5) years of experience in successfully directing, managing, and supervising staff, contractors and/or consultants.
- 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

- Master's degree

Knowledge, Skills, and Abilities

Knowledge of:

- Project management and coordination
- SCRRRA operations, programs and priorities in communicating with the public
- Principles and practices of municipal budgeting, project management and communications in a public agency environment

Skilled In:

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

Ability to:

- Simultaneously balance multiple initiatives and driving initiatives to successful completion
- Appropriately represent SCRRRA to outside agencies and the public
- Prepare analytical and statistical reports on assigned project operations and activities
- Incorporate SCRRRA vision, mission, and strategic goals and key issues into concrete messages for educational, informational, and marketing purposes to foster public understanding in these areas
- Develop and modify departmental policies, strategies and/or methods
- Exercise the judgment, decisiveness, and creativity required in situations involving the direction, control, and planning of an entire program or multiple programs
- Maintain composure in a high-pressure or stressful situations and environments

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: August 2025

