

JOB DESCRIPTION

Job Title: Manager I (Various)
Working Title: Manager I, Public Relations
FLSA Status: Exempt
Salary Grade: 9

PURPOSE OF POSITION

The Manager I, Public Relations position supports the development and execution of strategic, integrated communications that advance Metrolink's mission and priorities. This role plays a key role in promoting the agency's services, elevating its reputation, and strengthening relationships with riders, stakeholders, employees, media, and the public. Responsibilities include serving as a spokesperson and managing media relations, executive and internal communications, and content development. These responsibilities range from proactive storytelling to incident response. Working cross-departmentally, and in collaboration with member agency partners and consultants, the Manager I ensures consistent, clear, and compelling messaging across all platforms.

DISTINGUISHING CHARACTERISTICS

This is the first level of the Manager (various) series. At this level, incumbents may independently represent the organization. May be responsible for a specialty program area that has a major impact on the organization.

SUPERVISION EXERCISED AND RECEIVED

- Receives oversight from departmental management.
- First-line supervisory responsibility.

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.

- Develops and executes strategic communications plans that align with agency priorities and support goals such as increasing ridership, enhancing brand awareness, building stakeholder and community support.
- Builds relationships with local, regional, and national media, including transportation, lifestyle, and travel outlets; pitches stories, responds to inquiries, and requests corrections.
- Coordinates interviews, press opportunities, and media events, including logistical needs; serves as a spokesperson when appropriate.
- Manages and maintains media database and contact lists.
- Monitors and compiles media coverage of Metrolink and partner agencies; identifies potential risks and opportunities; tracks and reports analytics.
- Serves as a member of the public affairs on-call team, providing media support and updates to the Board of Directors and other critical stakeholders in the event of an incident; on-call periods are typically two weeks per month.
- Produces and edits a wide range of content, including but not limited to presentations, communications plans, press releases and advisories, talking points, video scripts, newsletter articles, and all-staff communications.
- Represents SCRRA at special events, public meetings, etc. as assigned.



- Works collaboratively across departments to identify, shape, and package compelling stories that show-case agency initiatives and measurable impact for both internal and external audiences.
- Advises and executes on internal communications strategy, leveraging best practices, feedback, and data to drive employee engagement, alignment, and transparency across functions.
- Oversees internal communications platforms, including content planning and development and event coordination.
- Builds and maintains relationships with Metrolink’s member agencies (LA Metro, OCTA, RCTC, SBCTA and VCTC), along with other appropriate railroad or functional industry partners, while staying current on relevant issues, practices and procedures.
- Participates in the preparation and administration of assigned program budget and contracts.
- Develops board items and presents to the Board of Directors as assigned.
- Performs field work as necessary, including managing onsite media at events.
- Directs and monitors contractors performing communications and public relations activities.
- 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, Journalism, Marketing or related field.
- A minimum of four (4) years’ experience in Marketing, Communications or Public Relations.
- 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

- Experience at a government agency
- Experience in the travel & leisure industry
- Bilingual (Spanish language fluency) a plus
- Experienced working with a website CMS
- Experienced with Constant Contact or other email distribution tools
- Strong relationships with a variety of southern California media outlets

Knowledge, Skills, and Abilities

Knowledge of:

- Project management and coordination
- Transportation issues
- Communications in government agencies
- Political sensitivities
- Earned media strategies including the use of social media to drive media
- Media relations
- Social and digital media
- Principles of marketing



Skilled in:

- Use of Microsoft Office Suite
- Strong and effective leadership, communication, team building and time management
- Compelling storytelling
- Customer service
- Developing effective talking points and presentations

Ability to:

- Ideate and write PR/communications plans in coordination with marketing and other departments
- Incorporate SCRRA vision, mission and strategic goals and key issues into concrete messages for educational, informational and communications purposes
- Simultaneously balance multiple initiatives – and drive them to successful completion
- Adapt to effectively meet changing customer expectations
- Draft written material on behalf of executives with the Metrolink customer in mind
- Demonstrate an analytical skill set that will support the reporting and analysis of data or trends
- Exercise the judgement, decisiveness and creativity required in situations involving the direction, control and planning of an entire program or multiple programs
- 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: January 2026



