

JOB DESCRIPTION

Job Title: Manager II (Various)
Working Title: Manager II, Public Relations
FLSA Status: Exempt
Salary Grade: 10

PURPOSE OF POSITION

The Manager II, Public Relations, will lead public and media relations initiatives for Metrolink with the goals of driving awareness of the service, as well as building, enhancing and protecting the agency's reputation in the community and public. Responsibilities include developing and executing strategic communications plans, assuming a leadership role within Metrolink's on-call crisis response team, managing PR agency personnel, serving as an official spokesperson, and prepping other representatives for media and public-speaking appearances.

DISTINGUISHING CHARACTERISTICS

This is the senior level of the Manager (various) series. At this level, incumbents typically independently represent the organization; serve as a subject-matter expert who possesses highly specialized knowledge, skills, abilities, and experience; are 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.

- Plan, develop, and implement high-impact public relations campaigns and activations that advance agency priorities, integrate seamlessly with marketing efforts, and showcase Metrolink's people and expertise.
- Lead proactive storytelling and earned media strategy through targeted pitching and placements that expand brand visibility, inform stakeholder perceptions, and position Metrolink leaders as trusted voices for the region.
- Cultivate and steward strong relationships with key local, regional, national, and industry media, as well as those who specialize in adjacent sectors, such as travel and leisure.
- Collaborate across departments, Metrolink member agencies, and industry partners to surface, shape, and package strategic, high-value storylines.
- Produce a wide range of top-quality content, including but not limited to presentations, communications plans, press releases and advisories, talking points, video scripts, newsletter articles, and all-staff communications.
- Maintain and continuously refine a comprehensive media database and targeted distribution lists to support situationally appropriate outreach, rapid response, and measurable results.
- Track media coverage and public sentiment, flagging risks and opportunities, providing rapid counsel, and adjusting messaging and outreach accordingly.



- Serve as a leader within Metrolink’s 24/7 public affairs on-call team, providing expert crisis communications support, acting as rotating lead (typically one week per month), and training new team members to ensure consistent, disciplined response during incidents.
- Represent Metrolink at special events, public meetings, and external engagements as needed, serving as a visible ambassador for the agency and its leadership.
- Direct and oversee the work of contractors supporting communications and public relations initiatives, establishing clear expectations, ensuring quality and compliance, and directing field activity.
- Champion a high-performing team culture by mentoring and developing teammates, supporting onboarding and training, and contributing to talent selection and successful integration of new employees.
- 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, Journalism, Marketing or related field.
- A minimum of six (6) years’ experience in communications, journalism 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.
- A valid Class “C” California driver’s license with a satisfactory driving record of no more than two moving violations and no DUIs within the last three years.

Preferred Qualifications

- Master’s degree in relevant field.
- Experience within a government environment.

Knowledge, Skills, and Abilities

Knowledge of:

- Event management and coordination.
- Earned media strategies and tactics.
- Communications in government agencies.
- Political sensitivities.

Skilled in:

- Written and verbal communication.
- Proofreading.
- Coaching and mentoring team members.
- Use of Microsoft Office suite.
- Organization and time management.

Ability to:

- Translate Metrolink’s vision, mission, and strategic goals into clear, compelling messaging that educates, informs, and advances agency priorities across audiences and channels.
- Simultaneously balance multiple initiatives – and drive them to successful completion.



- Adapt quickly and thoughtfully to evolving conditions, keeping communications disciplined and responsive and maintaining composure as conditions shift.
- Distill media monitoring and stakeholder sentiment data into clear, actionable insight, identifying trends, surfacing risks and opportunities early, and informing strategic communications decisions.
- Exercise sound judgment, decisive leadership, and creative problem-solving in shaping and executing high-impact communications and public relations strategies across multiple priorities.
- Establish and maintain effective relationships.
- 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

