

JOB DESCRIPTION

Job Title: Marketing Manager II

FLSA Status: Exempt

Salary Grade: 10

PURPOSE OF POSITION

The Marketing Manager will develop core and destination ridership through promotions and marketing campaigns. This position will manage all aspects of SCRRRA digital marketing and use digital marketing to reach various markets through targeted programs.

DISTINGUISHING CHARACTERISTICS

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 general oversight from director or executive level management.
- Responsible for supervising and monitoring performance for a regular group of employees or 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, implement and track commuter and promotional destination-based marketing plans.
- Manage growth and distribution of Metrolink Offers and Promotions e-newsletter to drive impressions and ROI.
- Develop and manage various programs, including but not limited to the Metrolink Rewards program, and the Revenue advertising program.
- Use digital marketing strategies to reach the millennial generation, students and international tourists to increase the number of customers who ride the Metrolink service.
- Develop and increase focus on new digital strategies for advertising and promotions.
- Work with social media team to integrate and promote social media channels and content.
- Utilize quantitative and qualitative market research to establish and monitor marketing goals, strategies, and evaluations.
- Manage marketing efforts and programs for the mobile ticketing implementation.
- Work collaboratively with the Public Information Officer on press announcements regarding special service opportunities, along with various SCRRRA to accomplish other mutual objectives.
- Manage all aspects of special service opportunities.
- Manage project stakeholders and cross-functional teams with internal staff, vendors and consultants when necessary.
- Collaborate with SCRRRA staff or teams responsible for market research, media, external communications and government affairs to ensure their efforts are consistent with the marketing objectives and plans.
- Create a program management foundation and process for the assigned promotions programs.



- Track, report and present progress on all new and current promotions and programs.
- Report to member agencies, the Board of Directors, internal and external stakeholders on campaigns, plans, results and budgets.
- Collaborate with team on budget tracking and monitoring expenditures.
- 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 a related field.
- A minimum of six (6) years of progressive work experience in marketing.
- 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

- Master’s degree

Knowledge, Skills, and Abilities

Knowledge of:

- Operations of a comprehensive marketing and advertising program
- Principles and practices of marketing and promotion program development and administration
- Methods and techniques of advertising, marketing, and market research.
- SCRRRA policies and procedures.

Skilled in:

- Use of Microsoft Office
- Use of Salesforce.com software
- Leadership and coordination
- Verbal and written communication; and presentation skills.

Ability to:

- Communicate effectively, both orally and in writing, to individuals and groups at all levels within and outside of the organization
- Manage multiple projects
- Develop and administer assigned departmental goals, objectives, and procedures.
- Analyze and assess programs, policies, and operational needs.
- Prepare clear and concise administrative and financial reports.

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: November 2025

