

JOB DESCRIPTION

Job Title: Public Affairs Manager

FLSA Status: Exempt

Salary Grade: 9

PURPOSE OF POSITION

The Public Affairs Manager will be the secondary spokesperson for SCRRA's emergency communication procedures and assisting the Director of Public Affairs. This position works with the Public Affairs staff in the creation of a program to develop and nurture relationships with other cities, counties and other stakeholders.

DISTINGUISHING CHARACTERISTICS

This job description is not part of a job series.

SUPERVISION EXERCISED AND RECEIVED

- Receives supervision from departmental management/supervisory level role.
- This position has no formal supervisory responsibilities.

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.

- Respond to community, public and media inquiries
- Build relationships with cities, counties and other stakeholder groups in Metrolink's service area to ensure timely, appropriate and accurate information is provided to stakeholders.
- Provide media support and updates to the Board of Directors and other critical stakeholders in the event of an incident during on call weeks.
- Manage community relations, cultivate general public awareness of SCRRA services, projects and initiatives.
- Represent SCRRA at special events, community group meetings, etc.
- Produce a variety of documents including presentations, community notices, communications plans, news releases, news advisories and speeches;
- Maintain up-to-date, targeted community database and/or contact lists. Manage, expand and as necessary distribute an up-to-date contact list.
- May be a backup for media monitoring and reporting;
- Build and maintain positive relationships with local, regional, national and international general market, ethnic and/or industry media outlets.
- Meet weekly with other departments throughout the Authority to accurately and appropriately gather relevant facts, develop strategic messages, and prepare for release of information.
- Build relationships with cities, counties and other stakeholder groups in Metrolink's service area to ensure timely, appropriate and accurate information is provided to the stakeholders
- Keep cities, counties and stakeholders aware of Metrolink promotions, initiatives and service.
- Oversees the work of contractors performing public affairs/outreach activities;
- Review all documents for distribution with the Director, Public Affairs prior to distribution.



- Maintain relationships with appropriate railroad or functional industry partners and stay current on relevant issues, practices and procedures.
- 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, English, Marketing or related field.
- A minimum of five (5) years of experience in Communications or Public Relations, with experience in a government agency.
- 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.

Preferred Qualifications

None

Knowledge, Skills, and Abilities

Knowledge of:

- Project management and coordination.
- Principles of graphics and layout.
- Transportation issues.
- Communications in government agencies.
- Political sensitivities.
- Community relations.
- Media relations.

Skilled in:

- Writing and editing.
- Customer service.
- Microsoft Office.
- Verbal and written communication.
- Organization and time management.

Ability to:

- Organize work and handle multiple requests and priorities.
- Adapt to effectively meet changing customer expectations.
- Demonstrate an analytical skill set that will support the reporting and analysis of data or trends related to stakeholder inquiries and comments.
- 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: September 2025

