

JOB DESCRIPTION

Job Title: Senior Manager (Various)
Working Title: Senior Manager, Market Insights and Analytics
FLSA Status: Exempt
Salary Grade: 11A

PURPOSE OF POSITION

The Senior Manager, Market Insights and Analytics, will provide staff/consultant leadership, as well as plan, manage and oversee the activities and operations of the Market Research department. The position will oversee and perform a wide range of market research duties to support Customer Experience, including ridership, customer, marketing and communications insights and analytics and work to implement customer focused strategies.

DISTINGUISHING CHARACTERISTICS

This job description is not part of a job series.

SUPERVISION EXERCISED AND RECEIVED

- Receive general oversight from director or executive level management.
- Responsible for supervising and monitoring performance for a regular group of employees, department, and consultants.

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.

- Design and implement the agency's market research program.
- Manage the market research bench.
- Responsible for full management responsibility for all departmental services and activities.
- Ensure clarity around priorities and goals for the entire functional area.
- Oversee project management activities including but not limited to task identification, work effort estimates, work schedules and tracking.
- Participate in the preparation and administration of assigned program budget and monitor expenditures.
- Collaborate with SCRRRA managers, departments, and other groups to accomplish mutual organizational and departmental objectives.
- Conduct complex forecasting, implementation, funding and analytical projects and customer focused programs.
- Assume management responsibility on major customer initiatives, strategies, research studies and projects.
- Apply, develop, and evaluate analytical, quantitative, and statistical tools and their results.
- Provide technical support and make presentations to public and senior level decision makers on Metrolink projects and programs.
- Develop and negotiate scopes of work, financial plans, schedules, contracts, and agreements.
- Develop and monitor forecasts, impacts, and budgets for plans, programs, and projects.
- Conduct analyses and make recommendations regarding internal or third-party projects that may impact



Metrolink customers.

- Collaborate with SCRRA staff and stakeholders, including internal departments, member agency representatives, and the Board.
- 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 Business Administration, Public Administration, Urban Planning, Economics, Research, or a related area.
- A minimum of nine (9) years of progressively responsible work experience in transportation planning (and/or related field) and project development.
- 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:

- Statistics, economic analysis, operations analysis, Geographic Information Systems, and travel demand modeling and forecasting.
- Customer Experience principles and concepts.
- Opinion research principles and concepts.
- Development of electronic spreadsheet models for customer and market analysis, cost estimation, cost-benefit analysis, predictive analysis, and forecasting.

Skilled in:

- Advanced written and oral communications skills, including the ability to effectively present complex statistical and customer insights to lay audiences and to SCRRA decision-makers (e.g., the Metrolink Board).
- Advanced skills in business intelligence applications, databases and statistical analysis software (SPSS).
- Proficient collaborative skills, including persuasion, influencing, and negotiating.
- Use of ERP Systems (such as Oracle) applications, tools, and integrations.
- Use of database tools (such as SQL, PL/SQL).
- Use of server tools (Windows server).

Ability to:

- Analyze and solve problems.
- Manage and organize timely projects and materials.
- Build and lead a pipeline of work that contributes to accomplishing clear and stated goals.

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

