

JOB DESCRIPTION

Job Title: Senior Manager, Marketing & Digital Programs

FLSA Status: Exempt

Salary Grade: 11A

PURPOSE OF POSITION

The Senior Manager, Marketing and Digital Programs, will direct the activities and manage the planning, development and execution of all marketing functions in support of the Metrolink system.

DISTINGUISHING CHARACTERISTICS

This job description is not part of a job series.

SUPERVISION EXERCISED AND RECEIVED

- Receives general oversight from director or executive level management
- Responsible for supervising and monitoring performance for a division or a 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.

- Responsible for full management responsibility for all departmental services and activities.
- Develop and implement a strategic marketing plan to guide all aspects of the agency's marketing and sales efforts, including the development of new products and services, to increase rider acquisition and revenue.
- Plan and manage marketing/advertising campaigns, special events/charters, and other revenue-generating promotions.
- Form partnerships with external organizations and agencies to expand the Authority's marketing reach through cooperative efforts, joint marketing programs, and sponsorship opportunities.
- Utilize quantitative and qualitative market research to establish and monitor marketing and sales goals, strategies, tactics, and evaluations.
- Formulate marketing budgets, oversee marketing expenditures, and evaluate return-on-investment for marketing efforts.
- Monitor and evaluate staff to establish training needs within the department and ensure objectives and expectations are met.
- Collaborate with SCRRA management and departments, and various stakeholders for market research, media, external communications, and government affairs to establish marketing goals consistent with SCRRA's overall business objectives.
- Manage the marketing firms and their work under contract and provide strategic marketing direction.
- Conduct and organize regular department meetings to ensure communication of strategy and action plans.
- 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 Marketing, Business Management, or related field.
- A minimum of six (6) years of experience in marketing, advertising, and sales.
- A minimum of four (4) years of experience in a middle or senior-level management position in a marketing or communications department, performing similar functions, supervising and monitoring staff, and managing similar programs.
- A minimum of five (5) years of experience working in system safety in a railroad environment, including the practical application of safety regulatory requirements.
- 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

None

Knowledge, Skills, and Abilities

Knowledge of:

- Implementation and evaluation of strategy and product development
- Principles and practices of project management
- The Metropolitan Los Angeles marketplace
- Budgeting and financial constraints

Skilled in:

- Problem solving and analytical research
- Microsoft Office Suite including Excel spreadsheets.
- Strong and effective leadership, team building, communication, and time management

Ability to:

- Conduct market research to drive a marketing strategy
- Successfully balance multiple initiatives simultaneously, driving initiatives through to completion

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

