

## JOB DESCRIPTION

**Job Title:** Social Media Manager

**FLSA Status:** Exempt

**Salary Grade:** 9

### PURPOSE OF POSITION

The Social Media Manager will develop and implement SCRRRA's social media strategy for all customer and marketing communications programs, integrating efforts agency-wide to ensure positive exposure, positioning and corporate messaging through the design and implementation print, digital/electronic, and web-based communications, and the active use of social media.

### DISTINGUISHING CHARACTERISTICS

This job description is not part of a job series.

### SUPERVISION EXERCISED AND RECEIVED

- Receives supervision from departmental or executive level roles
- This position may have first-line 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.*

- Develop the integration of several important passenger/stakeholder digital communications initiatives and marketing communication plans to promote Metrolink service and initiatives to customers and other targeted audiences.
- Develop strategies to elevate the visibility of Metrolink's social media platforms and increase their utility as both customer engagement and community awareness building/mobilization tools.
- Identify, analyze and implement new channels for dissemination of information, such as expanding the use of electronic devices, smart applications and tools that support instant messaging, and all social media as it relates to sales and marketing.
- Administer the customer database as it relates to social media responses from outgoing Metrolink marketing programs.
- Provide summary reports to management on any trends identified in the issues, concerns, and feedback received from incoming customer inquiries and comments or those identified from social networking sites concerning Metrolink.
- Develop metrics to measure effectiveness of overall social media campaigns and posting tactics.
- Work with department leadership to develop and manage the content for the Agency's website and other key stakeholder information channels, such as e-mail, SMS, micro blogs and social networking technologies and ensure consistency of messaging across all channels.
- Collaborate with other departments in the Agency to gather facts, coordinate the release of information, and ensure communications efforts are consistent.



- 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 Journalism, Marketing, Communications, or related field
- A minimum of five (5) years of experience in electronic marketing communications and/or customer relations management
- 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:

- Customer and stakeholder communications
- Current and emergent customer communications technologies
- Public sector environment
- Media relations

#### Skilled in:

- Strategic thinking and highly developed interpersonal skills
- High level proficiency in Microsoft Office with emphasis on skills in graphics/presentation software
- 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
- Think and act quickly, communicate sensibly, and appropriately to each category of multiple audiences
- Lead while working in a collaborative team environment
- Work weekends, evenings and/or holidays as needed

## **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

