

JOB DESCRIPTION

Job Title: Social Media Specialist

FLSA Status: Exempt

Salary Grade: 5

PURPOSE OF POSITION

The Social Media Specialist supports and enhances positive exposure and corporate image for the SCRRA. Through the development of various written and multimedia communications tools, the Social Media Specialist provides thoughtful, empathetic, and well-written responses to passenger and non-passenger customer inquiries utilizing various media, including online/web, hard copy correspondence, email, and social networking sites.

DISTINGUISHING CHARACTERISTICS

This job description is not part of a job series.

SUPERVISION EXERCISED AND RECEIVED

- Receives general oversight from departmental management/supervisory level roles.
- 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.

- Create, edit and deliver accurate digital content and information to support external communications across Metrolink's digital platforms.
- Collaborate with other department staff to provide content for the SCRRA's social media sites, including photos, video and postings and in the development of content for website, blogs and other outlets.
- Support the day-to-day engagement on all social media platforms for Metrolink.
- Provide excellent customer service by moderating online discussions, answering trip planning questions, responding to rider concerns and raising potential red-flag issues that may affect Metrolink's service or safety.
- Write and prepare other types of customer communication documents as needed and coordinate with the Director, Public Affairs for posting on the SCRRA website.
- Create and update Metrolink web pages to promote and communicate Metrolink news, alerts, schedules, special events, promotions, and safety initiatives.
- Plan and execute paid digital campaigns through social media. Summarize campaign results and apply adjustments to future campaigns.
- Create reports to track key metrics for social media performance and web analytics.
- Assist in develop and maintain relationships with transit industry influencers, stakeholders, the media and regulators via social media.
- Provide support during Level 3 incidents.
- 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 English, Journalism, Marketing or related field.
- A minimum of three (3) to five (5) years of experience in Communications or Public Relations, with experience in a customer service environment.
- 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

None

Knowledge, Skills, and Abilities

Knowledge of:

- Project management and coordination
- Principles of graphics and layout
- SCRRA operations and transportation issues
- Political sensitivities
- Media relations

Skilled in:

- Business 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 customer inquiries and comments
- Establish and maintain effective relationships
- Maintain composure under stress

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: June 2025

