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## **Senior Manager, Marketing & Digital Programs METROLINK**

Salary: \$93,703 - \$146,412 Annually

### **SUMMARY:**

The Southern California Regional Rail Authority (SCRRA), operator of the METROLINK Commuter Rail System, is seeking a Senior Manager, Marketing & Digital Programs who will direct the activities and manage the planning, development and execution of all marketing functions in support of the METROLINK system. The position requires forming partnerships with other organizations to expand the agency's marketing reach through cooperative efforts, joint marketing programs and sponsorship opportunities.

### **TO APPLY:**

This is a continuous recruitment and interested applicants are encouraged to apply immediately. For additional information and to apply, visit: [www.metrolinktrains.com/careers](http://www.metrolinktrains.com/careers). EEO/ADA

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

**The following duties are normal for this classification. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.**

- Develop and implement marketing, advertising and promotional strategies and tactics to increase METROLINK ridership and revenue;
- Develop Marketing strategies to address turn over and rider acquisition;
- 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;
- Develop and implement an annual strategic marketing program and budget with the major department components including, commuter marketing, addressing the turn-over rate, social media strategies, recreational/off peak/college student marketing, marketing partnerships/seamless travel, and charters/special events/special revenue programs;
- Incorporate ROF on marketing plan;
- Plan and manage marketing/advertising campaigns, special events/charters, and other revenue-generating promotions;
- Form partnership with other organizations to expand the agency'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;
- Manage and supervise Sales, Marketing and Development staff, and the marketing and sales work of SCRRA's marketing/advertising agency;

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- Prepare all marketing related communications for Title VI Program for those programs directly related to marketing and sales that would have an impact on Title VI Programs such as Special Event Marketing;
  - Collaborate with the agency's management team to establish marketing objectives consistent with the agency's overall business objectives, and to clearly define the target position within the service area;
  - Collaborate with staff responsible for market research, media, external communications, and government affairs to ensure their efforts are consistent with the marketing objectives and plan;
  - Manage the marketing firms and their work under contract and provide strategic marketing directions;
  - Perform other related duties as assigned.

**MINIMUM REQUIREMENTS:**

- Bachelor's degree in Marketing or Business Management or related field;
- Five years of progressive experience in marketing, advertising and sales is required; experience in Public sector or public transportation agency preferred;
- Minimum of four years in a middle or senior level management position in a marketing or communications department, performing similar functions supervising and managing subordinates staff;
- Experience in work within budget and financial constraints;
- Demonstrate experience, implementation and evaluation of strategy and product development, including project management;
- Ability to conduct market research to drive a marketing strategy;
- Possess excellent oral and written communications skills;
- Must have experience using Microsoft Office including graphics and spreadsheet;
- Familiarity with the Metropolitan Los Angeles market place is preferred;
- Valid Class C California driver's license with a satisfactory driving records of no more than three moving violations and no DUI's within the last three years.

**KNOWLEDGE, SKILLS AND PHYSICAL ABILITIES REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS:**

- Transition between standing, walking and sitting at varying lengths of time;
- Climb or balance and stoop, crouch or crawl;
- Use hands to finger, handle, feel and grasp tools to perform the duties of the position;
- Ability to fit, hold and move objects up to 25lbs.;
- Hear and perceive or exchange ideas by means of spoken words;
- Adjust visual focus;
- Work in normal office environment with little exposure to excessive noises, dust, and temperature.

**SUPPLEMENTAL INFORMATION:**

Following a review of resumes and/or applications, the most highly qualified candidates will be invited to continue in the selection process. Eligible applicants will be notified of the exact time and place of assessments and interview. Candidates will be interviewed to determine their relative knowledge, skills and ability in job related areas. Offers of employment may be contingent upon successful completion of a reference check, including degree verification and criminal records check provided through SCRR.

Internal Candidates: Employees with active discipline as defined in the HR Policy No. 5.3 Positive Discipline Program and/or with performance that does not meet the standard for "meets expectations" as defined in the Performance Planning and Appraisal Process may be precluded from consideration and placement in the position.

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In compliance with the Americans with Disabilities Act, the SCRRRA will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. If you believe you possess a disability that requires accommodation for the testing process, please provide notice with your application materials or call the Human Resources Division at (213) 452-0444. Proper supporting documentation may be requested by SCRRRA in order to accommodate special needs.

The SCRRRA is an Equal Opportunity Employer. EEO/ADA