



DS&MG

The Destination Sales and Marketing Group, Ltd.

Program Manager - WalkArlington

The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates and manages transportation option programs in Arlington, VA. DS&MG has led the way in the Transportation Demand Management (TDM) industry since 1998 and has a solid reputation as a firm that creates innovative programming with measurable results. DS&MG operates programs including Arlington County Commuter Services' Arlington Transportation Partners (ATP), BikeArlington, Mobility Lab, WalkArlington, and Capital Bikeshare as well as outreach for Vanpool Connect and Northern Virginia Transportation Commission's I-66 Commuter Choice - Inside the Beltway program. We educate and assist our clients in offering their employees, residents, tenants, and visitor programs and amenities that support travel choice.

WalkArlington is Arlington County's walking education and encouragement program, started in 2009. Active modes of transportation, including walking, biking, and rolling are central to Arlington's vision of an equitable transportation system that enhances the overall quality of life for those who live, work and play here. WalkArlington supports the County's vision by working collaboratively with local citizens, businesses, stakeholders, and County departments to offer programs that promote active transportation choices.

Position Summary

We are seeking a transportation, urban planning, community outreach, or marketing professional to promote walking as part of an Active Transportation team for local government. The WalkArlington Program Manager will direct all WalkArlington outreach and promotions in support of program mission in this full-time position. They will also collaborate regularly with other active transportation (BikeArlington) and TDM (Arlington Transportation Partners & Mobility Lab) staff on mutually beneficial projects. They will report to the Active Transportation Program Director.

Responsibilities

- Manage and execute all WalkArlington education, outreach programming, and events.
- Explore strategic and creative ways to employ walks, events, and tactical urbanism to promote innovations in active transportation.
- Work with the Marketing Team to create and implement integrated marketing campaigns to support outreach programs and to promote walking and walkability utilizing social media, digital campaigns, blogs, newsletters, video, websites, and other creative modes to reach the community.
- Manage the community on WalkArlington's social media accounts, including Facebook, Twitter, and Instagram, and develop and implement strategic campaigns to increase engagement with content and programming.
- Represent Arlington County on pedestrian-related task forces and committees, at professional gatherings, and on panels through participation in tours, community meetings, and national conferences.
- Expand and maintain ongoing partnerships with County departments, County Board, schools, and community organizations for maximum opportunities and leverage.

- Coordinate with vendors (i.e., printers, promotional, videographers, and photographers) to establish quotes, production schedules, and delivery of materials.
- Track outreach for monthly reports: inquiries, events, community outreach, materials distribution, social media, website, and press.

Required Skills & Experience

- A minimum of a 4-year college degree preferably in communications, planning, or a related discipline with 3-5 years of experience in a related position, preferably in a non-profit, government, or business development environment.
- Outstanding verbal and written communication skills with demonstrated excellence in writing and editing marketing and communications materials
- Excellent project management and organizational skills and able to prioritize and balance multiple projects simultaneously.
- Comfortable with web-based project management tools and collaboration technologies.
- Strategic marketing/communications experience.
- Results-driven, proactive, and able to work independently and with a team.
- Responsive and proactive problem-solving attitude.
- Experience in managing and collaborating with multiple stakeholders both internally and externally.
- Experience with/awareness of the Arlington community is a plus.
- Interest in walking, transportation demand management, pedestrian safety, and urban transportation.

Submission Details

Interested candidates must submit a cover letter and resume to Katy Lang katy.lang@walkarlington.com.

Submissions without a cover letter will not be reviewed. Please write *Program Manager – WalkArlington* in the subject line.