

## **Marketing Manager, Active Transportation**

The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates and manages Arlington Transportation Partners, BikeArlington, Mobility Lab, WalkArlington and Capital Bikeshare as part of a dynamic and innovative regional Transportation Demand Management (TDM) program for Arlington County Commuter Services (ACCS).

Reporting to the Active Transportation Program Director, the **Active Transportation Marketing Manager** provides strategic direction for the overall brand positioning and marketing of Active Transportation's programs, including BikeArlington, WalkArlington and Capital Bikeshare. Candidate must have both excellent written and oral communication skills with a desire to work in a team environment. Portfolio and writing samples will be requested upon interview.

### **Primary Duties and Responsibilities:**

- Serve as liaison and advocate to stakeholders and clients and the general public.
- Develop, measure and analyze metrics to create the department's annual vision and strategic action plan.
- Develop and implement marketing plans, including promotional calendars and programs, new offerings introductions and other marketing projects.
- Manage and lead a small team of marketing, communications and professional outreach staff, working separately and as a team.
- Provide writing, editing and design support to department staff and to project initiatives. Knowledge of AP style and Chicago Manual Style.
- Manage agency providers, consultants, freelancers and other vendors, including contract negotiation.
- Foster engagement and education of stakeholders through direct and online communities to further build brand visibility.
- Provide weekly and monthly program data tracking reports and create using data analytics tools in annual reports and presentations.
- Oversee multiple brand websites and implement front- and back-end updates, as needed. Experience with WordPress and Google Tag Manager is preferred.
- Lead the strategy and generation of engaging digital content for website, social media and email channels that lead to measurable action.
- Manage photo shoots, including coordinating with a photographer, organizing a call for models, developing shot lists, scouting locations, and acting as onsite art director.
- Foster collaboration between departments for education and integration opportunities.

### **Qualifications:**

Minimum 5-8 years in print and digital brand marketing, in both a business-to-consumer and business-to-business marketplace.



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- Bachelor's degree in marketing, communications or related field required.
- Demonstrated ability to oversee and manage department budget up to \$1.5M.
- Demonstrated ability to create scopes of work and marketing/communications contract proposals.
- Demonstrated ability to shape a brand's presence through social media, email, display advertising, online, and through graphic design.
- Demonstrated experience with the Adobe Creative Suite, including Photoshop, Illustrator, InDesign and Acrobat.
- Possesses both creativity and analytical skills to achieve engaging and cost-effective strategies and initiatives to increase market penetration.
- Advanced project management and client management skills, with the ability to manage expectations in a fast-paced work environment, and demonstrated use of project management tools such as Asana, Google Drive, Docs and Sheets and Basecamp.
- Advanced knowledge of Microsoft Word and Excel required. Familiarity with databases and CRM systems a plus.
- Advanced knowledge and demonstrated use of social platforms including Twitter, Facebook, Instagram and YouTube, and publishing/listening tools such as Hootsuite and Sprout Social.
- Knowledge and experience with data and analytics tools such as Google Analytics and TrackMaven.
- Knowledge and experience with email marketing services, such as MailChimp, and basic HTML coding.
- Knowledge and experience with print production process and ability to consult with designers and printers on stock selection and binding.
- Interest in public transportation, biking, walking or sustainability a plus.

Compensation includes an excellent benefits package with medical, dental, vision, 401k; Capital Bikeshare membership and subsidized commuter transit benefit.

**Interested candidates should submit a thoughtful cover letter and resume along with a link to your online portfolio to [henry.dunbar@bikearlington.com](mailto:henry.dunbar@bikearlington.com).**