

Position Title: BikeArlington Program Manager
Reports to Active Transportation Marketing Manager
Full-time, Permanent

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).

BikeArlington Program Manager Job Description

The successful candidate will have a genuine passion for active transportation and biking as well as a burning desire to share the message with others in person and online. The candidate will be fully knowledgeable on the latest best practices in bike advocacy and will seek to make Arlington a world-class bicycling city that serves people from age 8 to 88. The candidate will lead biking education and encouragement initiatives in Arlington, be engaged with the cycling community, provide customer service and guidance, and connect staff, contractors, residents, guests, and community partners with each other.

Duties and Responsibilities

- Direct all BikeArlington outreach programming by developing and coordinating opportunities for people of all ages to ride and learn about Arlington's vast bike network
- Create, plan, and coordinate the bike education program that offers classes and workshops to teach people how to ride and learn new skills
- Oversee and manage Bike to Work Day, the largest active transportation event of the year, logistics, vendors, event budget, registration, development of marketing materials with the marketing team, day of set up/breakdown, event wrap-up, and future event pre-planning
- Partner with the WalkArlington Program Manager to develop co-branded bike and pedestrian event and outreach activities
- Partner with Arlington Transportation Partners on outreach to businesses for biking and walking, including the Bicycle Friendly Business Program, presentations, demonstrations, and/or social rides
- Expand and maintain ongoing partnerships with County departments, County Board, schools, community organizations for maximum opportunities and leverage
- Represent Arlington County on bicycle-related task forces and committees at professional gatherings, on panels through participation in tours, community meetings, and national conferences
- Manage and respond to inquiries regarding a variety of bike related topics across email, phone calls, social media, and the Washington Area Bike Forum
- Develop educational and informative blog, social, and newsletter content for various marketing channels, including BikeArlington and WalkArlington
- Partner with the marketing team to create resources and promotional materials, including but not limited to, the Arlington County Bike Map and Bicycle Comfort Map
- Track outreach for monthly reports, including inquiries, event participation, community outreach, and materials distribution

Key Skills and Competencies

- Excellent event planning and management skills
- Expertise with bicycle riding, including leading group rides
- Experience developing classes and providing instructions
- Excellent project management and organizational skills
- Familiarity with bicycle mechanical operations
- Ability to prioritize and balance multiple projects simultaneously
- Excellent written and verbal communication skills

Behavioral Skills and Competencies

- Results-driven, proactive, organized, and able to work independently and with a team
- Able to deliver consistent results in a fast-paced environment
- Flexible and able to embrace change in rapidly evolving work and market environment
- Able to relate to and work with a wide variety of stakeholders
- Problem solving attitude
- Responsive and proactive

Education and Experience

- A minimum of a 4 year college degree (BA)
- Three to five years of experience leading bike education and outreach programs, 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
- Experience in managing and collaborating with multiple stakeholders both internally and externally
- Evening and weekend availability is required
- Certified as a League Cycling Instructor (LCI) is preferred
- Experience with/awareness of the Arlington community is a plus
- Proficiency in Spanish is a plus

Please submit a cover letter, resume, and one writing sample to suzanne.patel@dsandmg.com and note BikeArlington Program Manager in the subject line.