

## **Business Development Manager – Destination Sales & Marketing Group**

The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates and manages transportation option programs in the region. 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 or residents programs and amenities that support travel choice.

The Business Development Manager (BDM) will be educating employers and residential communities about the I-66 Commuter Choice program in order to implement transportation programs that incentivize individuals to consider and use transportation options such as: vanpooling, bus, Metro, VRE, biking, walking, carpooling, car sharing, Capital Bikeshare, telework, compressed work weeks, and flexible scheduling. The BDM will spend 60% of their time building relationships with clients, establishing vanpool and other transportation programs, and educating employees and residents travelling along the I-66 corridor including Arlington County. 20% of the BDM's time is spent working collaboratively with a team to create comprehensive and integrated marketing collateral materials, sales campaigns, and client communications. 20% of the BDM's time will be spent analyzing, tracking, maintaining, and reporting on data associated with their program.

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

Act as the I-66 Commuter Choice outreach lead for employers and residential communities  
Act as the vanpool outreach and operations lead and liaison with vanpool owner-operators for the employer community  
Engage clients and identify prospects via phone, email, and in person to recommend and implement commuter programs for employees and residents  
Strategize with the DS&MG Outreach & Marketing Team as well as program manager(s) to implement new and ongoing sales campaigns to meet organizational objectives and goals  
Collaborate with other organizations within the region to promote transportation options  
Assist with the creation of client specific sales and outreach campaigns  
Organize and attend transportation related events  
Work with a team by providing copy for collateral, newsletters, and social media  
Database entry for tracking and reporting activities using Sugar CRM  
Keep current with industry issues by participating in trainings, webinars, and industry conferences

### **Required Skills and Experience:**

Ability to work on site in Rosslyn - Arlington, Virginia and travel within Northern Virginia  
4+ years paid experience working full-time in a professional office environment  
Bachelor's degree in business, marketing, planning, or a related field  
Business-to-business sales, outreach, account management or engagement experience  
Basic understanding of marketing, advertising, or communications  
Proficiency in using CRM software; experience with Sugar and/or HubSpot beneficial  
Strong communicator with documented presentation skills and demonstrated writing ability  
Enjoy working collaboratively in a team environment

Ability to work independently and take initiative

Interest in transportation policy or issues

Interest in promoting the benefits of multi-modal mobility options

Ability to manage and prioritize multiple projects simultaneously in a fast-paced social environment

Local candidates preferred. No relocation provided. Please submit cover letter and resume to [wendy.duren@transpartners.com](mailto:wendy.duren@transpartners.com) and note BDM in the subject line.