



DS&MG

The Destination Sales and Marketing Group, Ltd.

Marketing Manager, Active Transportation

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 guests programs and amenities that support travel choice.

The Marketing Manager collaborates on strategic direction for the overall brand positioning and marketing of Active Transportation programs, including BikeArlington, WalkArlington, and Capital Bikeshare. This position interacts and works in partnership with other marketing and program team members within Arlington County, DS&MG, and reports directly to the DS&MG Marketing Director.

Primary Duties and Responsibilities:

- Lead the Marketing efforts for BikeArlington, WalkArlington, and Capital Bikeshare
- Create and maintain consistent branding for print and digital marketing pieces, coordinating the production and design for campaigns/collateral/promotional items with both internal and external graphic designers and vendors
- Work with a team to implement marketing/advertising campaigns to further improve brand recognition for ACCS
- Manage website updates and oversee optimization of content on websites based on analytics and keyword research
- Grow followers, impressions, and interactions across all platforms and improve social media strategies with new concepts and ideas in partnership with the program managers
- Create and catalog content, gaining experience in content development and content management systems
- Manage the editorial calendar, generate ideas, and create/implement content marketing plans
- Work with a team to create, proofread, and edit content
- Strategize with the DS&MG Marketing Team and program manager(s) to implement new and ongoing program campaigns to meet organizational objectives and goals
- Monitors, reviews, and reports on the effectiveness of all BikeArlington, WalkArlington, and Capital Bikeshare marketing activity and results
- Assists the program managers with BikeArlington, WalkArlington, and Capital Bikeshare outreach initiatives and events

Required Skills and Experience:

- Ability to work on site in Rosslyn - Arlington, Virginia
- Have a Bachelor of Arts, MBA, or working towards a MBA in English, Communications, Business Marketing or another relevant field
- Ability to manage multiple projects in a fast-paced environment
- Demonstrated excellent writing and editing skills
- Proficient in project management platforms (Asana)
- Proficiency in HTML and CSS preferred; understanding in Javascript and PHP preferred
- Proficiency in MS Office applications, email marketing solutions, content management systems (HubSpot, WordPress)
- Proficiency in Google Analytics and social tracking platforms (TrackMaven)
- Proficiency in SEO required; understanding of SEM and Google Ads preferred
- Strong eye for design and understanding of general concepts
- Strong willingness to learn marketing best practices and bring innovative ideas to the team
- Well versed in social media platforms
- Understanding of Adobe Illustrator and Photoshop preferred, but not required
- Ability to work independently and take initiative Enjoy working collaboratively in a team environment
- Emotionally intelligent and able to maintain relationships with colleagues and partners

Local candidates preferred. No relocation provided. Please submit cover letter and resume to suzanne.patel@dsandmg.com and note Marketing Manager in the subject line. Portfolio and writing samples will be requested upon interview.