



DS&MG

The Destination Sales and Marketing Group, Ltd.

Business Development Manager – The 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 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 or residents programs and amenities that support travel choice.

Position Summary

In support of the I-66 Commuter Choice program, the Business Development Manager (BDM) will create relationships with employers to set up internal transportation programs that incentivize employees to use non-drive alone mobility options. The BDM will be the employer client resource regarding transportation options such as: vanpooling, bus, Metro, VRE, biking, walking, carpooling, car sharing, Capital Bikeshare, telework, compressed workweeks, and flexible scheduling. The BDM will spend 70% of their time acquiring and building relationships with clients, establishing vanpool and other transportation programs, and educating employees travelling along the I-66 corridor including Arlington County. 15% 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. 15% 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
- Act as the vanpool outreach and operations lead and liaison with vanpool owner-operators for the employer community
- Engage employers and identify prospects via phone, email, and in person
- Assist employers with transportation program implementation
- 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
- Organize and attend transportation related events
- Work with a team by providing content for collateral, newsletters, and social media
- Database entry for tracking and reporting activities using Sugar CRM and HubSpot Sales
- 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
- Bachelor's degree in business, marketing, planning, or a related field
- 4+ years paid experience working full-time in a professional office environment that includes outside sales or client acquisition
- Previous experience with business-to-business sales, outreach, account management, or engagement
- Proven understanding of the sales process and ability to meet or exceed goals

- Strong communicator with documented presentation skills and demonstrated writing ability
- Basic understanding of marketing, advertising, or communications
- Proficiency in using CRM software; experience with Sugar and/or HubSpot beneficial
- 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

Submission Details

Interested candidates must submit a cover letter and resume to Marie Cox at marie.cox@dsandmg.com and note *Business Development Manager* in the subject line. **Resumes submitted without a cover letter will not be considered.** Local candidates preferred. No relocation provided.