

Arlington Transportation Partners

Business Development Manager – Multi-Family Residential

Are you looking for work-life balance and autonomy in your career? In today's corporate environment, chances are you have already thought about finding an organization that puts employees first by offering flexible and hybrid workplace policies, strong health care benefits and paid time off that you are encouraged to take. If this sounds like you, Destination Sales & Marketing Group (DS&MG) is looking for a Business Development Manager who is passionate about making a difference in the region's transportation challenges.

Position Summary

This is an exciting role for a motivated professional with business engagement experience who is passionate about transportation, urban planning, property management, and/or sustainability. The Business Development Manager will be part of the Arlington Transportation Partners (ATP) Program managing and engaging with clients in ATP's Multifamily Residential Program (MFR). The BDM will work on the Multi-Family Residential (MFR) Services team to create and deliver transportation programs by working with property management companies at apartment and condominium buildings throughout Arlington County. ATP's Multi-family program objectives are to assist clients with implementing transportation programs and provide building level amenities that encourage residents and employees to consider and use mobility options such as: bus, Metro, biking, walking, carpooling, vanpooling, commuter train, and carsharing. The BDM will spend 60% of their time maintaining and improving relationships with both a current client base and prospect property managers and owners in Arlington County. These duties include reporting on and ensuring County-approved site plan requirements are being implemented at both new and existing site plan properties as well as working with by-right properties to implement transportation programs. 30% of the BDM's time is spent working strategically with other programs and teams to create comprehensive and integrated marketing collateral materials, sales campaigns, and client communications as well as events. 10% of the BDM's time will be spent analyzing, tracking, training, maintaining, and reporting on data associated with the MFR and ATP program.

A strong candidate will have initiative and desire to work in a collaborative team environment while meeting development deadlines and achieving individual and company sales goals. Must be comfortable contacting clients and prospects via meetings, phone calls, and email.

Responsibilities

- Educate and train clients and their staff about local transportation services, building level amenities and transportation requirements.
- Collaborate with outreach and marketing teams to create and implement innovative sales campaigns to meet organizational objectives and goals.
- Assist with the creation of client-specific sales and outreach campaigns.
- Organize and attend transportation related events.
- Utilize writing and editing skills by providing content and editing for collateral, and newsletters.

- Apply your presentation skills to engage clients and prospects through trainings, webinars, and other media.
- Keep track of your results and activities via digital tools such as Asana and HubSpot CRM.
- Keep current with developments in the industry by participating in local trainings and webinars.
- Work with other organizations and form partnerships within the region to promote transportation options.

Required Skills & Experience:

- Ability to work and travel throughout Arlington County, VA via a hybrid work offering.
- 2-4 years' experience in property management, real estate, urban planning, or outreach/engagement in a professional office environment.
- Basic understanding of marketing, advertising, project management, event planning, and/or communications.
- Proficiency in using CRM software and project management team tools; experience with HubSpot beneficial.
- Strong communicator with documented presentation skills and demonstrated strong writing and editing ability.
- Ability to work independently and take initiative.
- Interest in transportation policy, affordable housing, and urban development.
- Interest in promoting the benefits of multi-modal mobility options.
- Ability to manage and prioritize multiple projects simultaneously in a fast-paced social environment.

DS&MG provides people-first benefits. Employees are provided the following benefits: hybrid work model, health care benefits that include dental and vision, paid time off, 12 paid holidays, compressed work schedule, bereavement leave, paid bikeshare membership, transit commute benefits and company sponsored 401k.

DS&MG does not discriminate based on gender, gender identity, sexual orientation, race, ethnicity, disability, veteran status, or any other characteristic protected by law.

The Destination Sales & Marketing Group 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. We educate and assist our clients in offering their employees, residents, tenants, and guest programs and amenities that support travel choice. DS&MG has led the way in the Transportation Demand Management (TDM) industry since 1998 and have a solid reputation as a firm that creates innovative programming with measurable results.

Local candidates preferred. No relocation provided. Please submit cover letter and resume to Wendy Duren at wduren@dsandmg.com and note "Business Development Manager MFR" in the subject line.