



Destination Sales & Marketing Group Digital Marketing Specialist

Are you looking for better work-life balance and autonomy in your career? Are you excited about digital marketing, design, and working with a small but might powerful marketing team? In today's corporate environment, changes are you have already thought about 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 Digital Marketing Specialist who is passionate about creating marketing campaigns, implementing them, and bringing success to our team. Come make a difference in Arlington County and solve our transportation problems!

Position Summary

As the Digital Marketing Specialist, you'll be a member of an in-house marketing team that is responsible for creating effective marketing strategies and campaigns to promote transportation initiatives for Arlington County Commuter Services programs, including Arlington Transportation Partners (ATP), BikeArlington, WalkArlington, Capital Bikeshare, and Mobility Lab.

The Digital Marketing Specialist will spend 40% of their time conceptualizing and creating interactive and engaging digital content to promote transportation services and programs and presenting marketing ideas to stakeholders. 40% of the Specialist's time will be spent managing relationships with our Business Development Managers to implement campaigns and initiatives. 20% of the Digital Marketing Specialist's time will be spent on maintaining and updating our websites and working with the Art Director to document and maintain the digital design guidelines, digital asset collection, and creating a virtual inspiration board.

Responsibilities

- Create and assist in the design of digital content and experiences across digital platforms including websites, social, video, and email
- Create and edit video content to be displayed on multiple digital channels
- Maintain and update WordPress and HubSpot templates (e.g., landing pages, emails, and blogs) and ensure compliancy with ADA regulations
- Assist the Marketing Director with implementation of landing pages, emails, blog, and social content publishing and optimizing webpage content based on SEO best practices



- Work with developers to ensure websites are high functioning by testing and improving the user experience
- Work closely with the Marketing Director and Managers to develop and implement digital strategies and campaigns that align with client goals
- Maintain digital design style guides, toolkits, and other design documents in collaboration with the Art Director and established brand guidelines

Required Skills & Experience

- 2-3 years of Marketing experience or design experience with website, mobile, email, social, video, and advertising
- Experience in content creation for both digital (blogs, e-newsletters, social media content) and print (resource guides, flyers, one pagers)
- Knowledge in HTML, CSS, Javascript, and PHP
- Proficient with Adobe Creative Suite (i.e., Photoshop, Illustrator, Premiere)
- Understanding of user centered design and how to effectively implement across platforms
- Experience designing and developing websites in WordPress and in Hubspot
- Experience with animation and motion design
- Knowledge of marketing automation and emails platforms like Mailchimp, Hubspot, and Constant Contact
- Experience using digital asset management systems like Libris/Photoshelter, Brandfolder, or MediaValet
- Ability to work independently on assigned projects and tasks to meet deadlines
- Proficiency in content review to ensure quality and guidelines are maintained
- Collaborate effectively with the marketing team and stakeholders across the organization and clients
- Passion for keeping up with the latest digital marketing trends
- Proficiency in Google Analytics, SEO, SEM, Email marketing
- Knowledge of Hubspot CRM is a major bonus.

Submission Details

Interested candidates must submit a resume and portfolio to Fadi Seikaly at fadi.seikaly@dsandmg.com. Please write Digital Marketing Specialist in the subject line.



About The Destination Sales & Marketing Group

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 1-66 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. 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.