



The Destination Sales and Marketing Group, Ltd.

Destination Sales & Marketing Group

Full Stack Website Developer

Come join our award-winning team in Arlington, VA and be part of a compassionate and driven group that emphasizes collaboration, communications, and technical expertise. The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates and manages long-term transportation option programs. This is an excellent opportunity for a project contracting professional to make a difference in the lives of Arlington County residents and commuters with lasting impacts that extend to the greater Washington region.

Project Summary

The full stack website developer will be responsible for coding, building, and scaling high-quality, innovative, and engaging websites. The Developer will be well versed in full stack development and guiding the process from design, development, testing, and production. This person will work and collaborate with a technical and marketing team that is responsible for creating effective sales, marketing and research strategies, and messaging to promote transportation initiatives for Arlington County Commuter Services programs, including Arlington Transportation Partners (ATP), BikeArlington, WalkArlington, Capital Bikeshare, Commute66, and Mobility Lab. Brand websites are being restructured and reorganized to update the content and overall user experience. The project completion deadline is December 31, 2021.

Responsibilities

- Review the goals, purpose, and existing UI/UX structures including accessibility, content management, plugins, security, data integration, and users, starting with the MobilityLab website and then building a new active transportation website combining elements from two separate biking and walking websites.
- Develop a scope that identifies the web pages and features the site requires to meet the goals and a timeline noting milestones required to meet the end of project deadline. The timeline should reflect all changes in milestones or deadlines to the tasks and reported to the technical and marketing teams.
- Create a sitemap and wireframe for each website utilizing the scope to determine the website architecture, how the content and features will relate, and inclusion of 508 compliance rules
- Identify data tools and services to be integrated into the backend like Hubspot landing pages and forms, Google Analytics, Google Search, Tableau, etc. and determine what is required from each platform for integration and collaboration with DS&MG's Digital Designer, as needed, to create and code templates and forms.
- Work with DS&MG's technical and marketing team —content curators for the website—to ensure the content deliverables align with the website creation process and timelines. Establish, implement, and document SEO best practices, as well as a keyword and tagging structure.



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- Create a content migration and archiving plan and install high quality and safe site security licenses and certificates to protect all websites.
- Perform appropriate testing and debugging of the code, functionality, responsiveness, and overall UX of the sites throughout the project and prior to launch.
- Lead the launch of the sites by transferring to a live server and monitor the websites for at least two weeks to fix, troubleshoot, and resolve any problems throughout the sites.
- Post website launches, provide DS&MG with documentation and source files that includes the site maps, details of the frameworks, specifications, languages used, and/or training that may be required. This information should be documented throughout the process.
- Meet with the Executive team and the technical and marketing team throughout website development process to provide project updates and gain feedback at each stage of the project.

Required Skills & Experience

- 5 years' experience comprised of front-end, back-end, or full stack website development
- Proficient in fundamental front-end languages such as HTML, CSS, JavaScript, PHP
- Familiarity with JavaScript frameworks
- Versed in server-side languages
- Demonstrated ability and desire to quickly learn new languages
- Proficient with Adobe Creative Suite (i.e., Photoshop, Illustrator, Premiere)
- Understanding of user centered design and how to effectively implement across platforms
- Experience with animation and motion design
- Knowledge of marketing automation and email platforms like Mailchimp, Hubspot, and Constant Contact
- Demonstrated background and experience in managing both short and long-term contracted project work
- Ability to meet contract project deadlines
- Collaborate effectively with technical and marketing teams and stakeholders across the organization and clients
- Passion for keeping up with the latest digital trends and designs
- Excellent interpersonal and communication skills



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Submission Details

Interested candidates must submit a resume and portfolio to Lois DeMeester at Ldemeester@transpartners.com. Please write "Full-Stack Website Developer" in the subject line. Links to prior work or work portfolio appreciated.

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.