

Business Development Manager – Destination Sales & Marketing Group

The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates and manages Arlington Transportation Partners (ATP), BikeArlington, Mobility Lab, WalkArlington and Capital Bikeshare as part of a dynamic and innovative regional Transportation Demand Management (TDM) program for Arlington County Commuter Services (ACCS). We offer our clients a comprehensive suite of services to support successful transportation initiatives.

Reporting to the Arlington Transportation Partners Program Director, the Business Development Manager spends 60% of their time reaching out to a current business-to-business client base as well as seeking out and building relationships with new and prospective clients located inside the I-66 Beltway. The Business Development Manager works with clients to help them implement and improve the transportation benefits available to each individual employee. These benefits include promoting mobility options such as: bus, Metro, VRE & MARC commuter trains, biking, walking, pooling, car sharing, Capital Bikeshare, telework, compressed work weeks and flexible scheduling. Twenty percent of the Business Development Manager's time is spent working collaboratively with a team to create comprehensive and integrated marketing collateral materials, sales campaigns and client communications. The remaining 20% of the BDM's time will be spent on analyzing, tracking, maintaining and reporting on data associated with their program.

The position is a full-time, grant funded position that starts immediately with the possibility to extend beyond September 30, 2018.

Primary Duties and Responsibilities:

- Engage clients via phone, email and in person to recommend and implement commuter programs
- Assist with the creation of client specific sales & outreach campaigns
- Organize and attend transportation related events
- Work with a team by providing copy for collateral, newsletters & social media
- Database entry for tracking & reporting activities using SugarCRM
- Keep current with industry issues by participating in trainings, webinars & industry conferences
- Work with other organizations within the region to promote transportation options

Required Skills and Experience:

- Ability to work on site in Rosslyn - Arlington, Virginia.
- 3-6 years' experience working in a professional atmosphere.
- Post-secondary degree in marketing, planning or a related field.



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- Business-to-business sales, outreach or engagement experience in an office environment.
- Basic understanding of marketing, advertising or communications preferably in a business-to-business capacity.
- 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.
- Proficiency in using CRM software, Sugar ideal.
- Documented presentation skills.
- Demonstrated writing ability.
- Proficiency in MS Office and database management.
- Ability to manage and prioritize multiple projects simultaneously in a fast paced social environment.

Local candidates preferred. No relocation provided. Please submit cover letter and resume to wendy.duren@transpartners.com and note BDM I66 in the subject line.