

Marketing 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 Marketing Director, the Marketing Manager collaborates on strategic direction for the overall brand positioning and marketing for two TDM efforts 1.) marketing along the I-66 Corridor and 2.) ATP's Schools program. Candidate must have both excellent written and oral communication skills with a desire to work in a team environment. Portfolio and writing samples will be requested upon interview.

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:

- Act as the Marketing lead for the Inside the Beltway I-66 Corridor and ATP's Schools programming.
- Provide a consistent look and feel for all marketing pieces, coordinating the production and design for campaigns/pieces/promotional items with both internal and external graphic designers and vendors.
- Work with a team to create, proofread and edit marketing pieces.
- Work with a team to implement marketing/advertising campaigns to further improve brand recognition for ACCS.
- Catalog and analyze content to further manage and improve all marketing components.
- Strategize with the DS&MG Marketing Team and program manager(s) to implement new and ongoing sales campaigns to meet organizational objectives and goals.
- Manages and coordinates all I-66 and Schools marketing, social media, advertising and public relations communications.
- Works with the Digital Strategist/ATP Business Specialist to manage website needs and updates as well as coordinate digital campaigns.
- Monitors, reviews and reports on the effectiveness of all I-66 and Schools marketing activity and results.
- Assists in event planning for I66 and Schools outreach initiatives and events.
- Grow followers, impressions and interactions across all platforms and improve social media strategies with new concepts and ideas.
- Gain experience in content marketing, generating ideas for the editorial calendar.



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- Work with the team to coordinate and execute social media strategies.
- Have the opportunity to build a professional marketing portfolio based on the pieces you help create.

Required Skills and Experience:

- Ability to work on site in Rosslyn - Arlington, Virginia.
- Have a Bachelor of Arts, MBA or working towards a MBA in English, Communications, Business Marketing or another relevant field.
- 4-6 years' experience working in a professional office atmosphere.
- Enjoy working collaboratively in a team environment.
- Ability to work independently and take initiative.
- Proficiency in HTML and CSS preferred; understanding in JavaScript and PHP preferred.
- Proficiency in MS Office applications, email marketing solutions, content management systems (HubSpot, WordPress).
- Proficiency in Google Analytics and social tracking platforms (TrackMaven).
- Proficiency in SEO required; understanding of SEM and Adwords preferred.
- Strong eye for design and understanding of general concepts.
- Strong willingness to learn marketing concepts and bring innovative ideas to the team.
- Well versed in social media platforms.
- Understanding of Adobe Illustrator and Photoshop preferred, but not required.

Local candidates preferred. No relocation provided. Please submit cover letter and resume to maggie.awad@transpartners.com and note Marketing Manager in the subject line.