

WalkArlington Program Manager

The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates and manages Arlington Transportation Partners, 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 are seeking a PR or marketing professional to promote walking as part of an active transportation team for local government.

Summary of Qualifications

The successful candidate will:

- Demonstrate excellent communications and presentation skills as well as exceptional writing and editing capabilities.
- Possess strategic planning skills and experience developing public relations and integrated marketing campaigns with strategies and tactics connected to tangible metrics and outcomes.
- Demonstrate evidence of successful event, marketing, public relations, website and business development/relationship programs required.
- Have a track record of results in project management grounded in strong writing and creativity.
- Possess applied skills in word processing, website maintenance and other computer software, including but not limited to Microsoft Office (Word, Excel and Power Point); content management systems and web design; and management of computer software programs.
- Possess the ability to prioritize and perform multiple tasks simultaneously with minimal supervision.
- Must be extremely organized and detail oriented.
- Possess the ability to act in an entrepreneurial fashion, taking initiative, being responsive to new opportunities and creating value in the face of obstacles.
- Perform effectively in a collaborative and fast-paced work environment.
- Must “communicate up” to Directors and to other ACCS, Arlington County, or regional stakeholders on a regular basis.

Education and Experience

- A minimum of a 4-year college degree (BA) preferably in communications or a related discipline.
- Three to five years of experience in a related position, preferably in a non-profit, government or business development environment.
- Outstanding verbal and written communication skills with demonstrated excellence in writing and editing marketing and communications materials.
- Experience in managing and collaborating with multiple stakeholders both internally and externally.
- Experience with/awareness of Arlington community a plus.

Duties (to include but not limited to)

- Direct all WalkArlington outreach and promotions in support of program mission.
- Collaborate regularly with other active transportation (BikeArlington) and TDM (Arlington Transportation Partners & Mobility Lab) staff on mutually beneficial projects.
- Manage any support staff working on WalkArlington projects.

- Explore ways and opportunities to employ tactical urbanism to promote innovations in active transportation.
- Develop and implement communications and marketing strategies to promote walking and walkability.
- Partner with internal and external partners to define program needs and objectives, crafting appropriate communication strategies and identifying appropriate marketing tactics to achieve program goals.
- Translate technical information into targeted communications.
- Choose cost effective methods to raise the profile and refine messaging for WalkArlington.
- Identify communications opportunities to develop a cross program image and deliver results via timely and relevant solutions and approaches.
- Deliver messaging using a variety of tools, including events, newsletters, brochures, web, video, infographics and social media.
- Coordinate media relations and grass-roots outreach activities including preparation and editing of media materials such as press releases, backgrounders, fact sheets, as well as the collection and analysis of media coverage.
- Leverage marketing communications for internal communications by sharing marketing activities and project successes with internal partners and creating opportunities for visibility.
- Measure marketing and promotion effectiveness.
- Refine, grow and expand market for Walkabouts, WalkArlington's signature series of self-guided tours.
- Expand and maintain ongoing partnerships with county departments, County Board, schools, and community organizations for maximum opportunities and leverage.
- Develop and execute local and regional pedestrian safety campaigns.
- Manage content for web, social media, blogs, e-newsletters, magazines, maps, brochures, fliers, advertisements, tool kits, speeches, calendar of events, and scripts to drive program message.
- Represent Arlington County on pedestrian-related task forces and committees, at professional gatherings, and on panels through participation in tours, community meetings, and national conferences.
- Manage budgets and monthly reports.
- Organize and expand online photo library, files, archives and program materials.
- Track outreach for monthly reports: inquiries, events, community outreach, materials distribution, social media, website and press.
- Support proposal and grant writing.
- Research and coordinate design and purchase of promotional products.
- Work with print vendors to establish quotes, production schedules, and delivery of materials to partners handling distribution.

Key Skills and Competencies

- Excellent project management and organizational skills.
- Strategic marketing/communications experience.
- Copywriting, graphic design, and public relations expertise.
- Excellent written and verbal communication skills.
- Ability to prioritize and balance multiple projects simultaneously.
- Comfortable with web-based project management tools and collaboration technologies.

Interested candidates should submit a thoughtful cover letter, resume, and two writing samples to info@walkarlington.com.