



## Job Opening: Research Marketing Manager

Mobility Lab is seeking a Research Marketing Manager to work with the Destination Sales and Marketing Group's acclaimed Mobility Lab team. The right person is a self-starter who works well with a small team and a larger groups of colleagues, contributors, partners, and consultants. The RMM will take often nuanced research and article submissions to our online magazine and translate them into layman's terms and compelling, newsworthy stories.

Mobility Lab serves as a major research, communications, and convening resource to an undervalued segment of the public-transportation and active-transportation landscape called transportation demand management. TDM is the people side of transportation. There are plenty of stories out there about transportation infrastructure. But once the infrastructure is built, how do we go the extra mile to help people understand that they can move efficiently and happily on the extended road network by supplementing it with biking, walking, riding transit, and carpooling? And how do ride-hailing, autonomous vehicles, and other exciting recent advances fit into the TDM landscape?

The Research Marketing Manager will work in our Arlington, Virginia (Rosslyn) headquarters. We are seeking a candidate with knowledge of transportation-related issues, but, more importantly, we are seeking someone who has an eye for great storytelling and content and is, equally, a great editor, writer, manager of Mobility Lab's stable of contributors, and flexible teammate.

### Responsibilities:

- Edit original research materials and shepherd the process of publishing well-designed briefs, reports, and other materials through the publicity process
- Edit article submissions and fact check to Mobility Lab's guidelines and standards
- Publish articles daily for our online magazine and two newsletters
- Plan and implement social-media promotion on Twitter, Facebook, and LinkedIn, YouTube, and others as needed
- Find compelling photos and graphics for reports and articles
- Manage existing contributors and actively recruit new contributors
- Write bylined articles
- Manage and communicate editorial and events calendars
- Compile results and analytics on a regular schedule
- Work closely with the Director of Research and Communications, as well as DS&MG colleagues and partners, on projects as needed, such as media outreach, media research, event and speaker coordination
- Manage our web guru and video-production consultants, and
- Some travel required, depending on experience.

### Experience:

- Minimum four years' experience professional writing and editing
- Experience with small, nimble teams
- Management of tight deadlines
- Proven understanding of newsworthiness
- Success putting together editorial calendars and published materials, and
- Capable with website management (although not necessary to be too technical).

## Attributes:

- Good sense of humor
- Inquisitive and not afraid to ask lots of questions
- Journalistic-style writer equally good at editing and improving other people's writing
- Must understand and be enthusiastic about Mobility Lab's mission
- Strong sense of what's newsworthy and important to key audiences
- Highly creative thinker
- Ability to work in a fast-paced environment with daily deliverables
- Friendly and inspiring communications style
- Ability to self-direct and self-motivate within a fun team environment
- Ability to strategize with Mobility Lab teammates, and other DS&MG colleagues, and
- Responsible, dependable, and well organized.

## Deliverables – Quantity and Quality:

- Regular reporting and meeting with the Director of Research and Communications and other teammates
- Regular delivery of "research into action" through successful communications
- Daily delivery of published articles that continue to enhance Mobility Lab's presence in the industry
- Continued increase in followers and engagement on social media
- Continued increase in stronger contributor voices for Mobility Lab
- Continued increase in quantity and quality of newsletter subscribers
- Clear and regular articulation of the editorial calendar and weekly communication briefings to stakeholders, and
- Regular cross-collaboration as directed.

Mobility Lab is a leading U.S. voice of "transportation demand management" – moving people instead of cars – and works to create a shared national voice with clear calls to action from TDM agencies across the country. One of Mobility Lab's primary roles is to measure the impacts of TDM services in Arlington County, Virginia – frequently cited as a leader in the industry. TDM outreach work throughout the county helps shift more than 40,000 car trips each work day from solo-driven cars to some other forms of transportation. That's roughly the equivalent of the number of vehicles on six lanes of I-66 and I-95 during the three-hour morning rush hour. Mobility Lab believes – through storytelling, original research, events, and strategic partnerships – we can effectively gain funding and prestige for a traditionally underfunded and little-known industry.

Our office space is an exciting place. We work very closely, in the same suite, with the marketing and professional sales divisions of Capital Bikeshare, BikeArlington, WalkArlington, Arlington Transportation Partners, the Commuter Store, and others. It is a creative and exciting atmosphere. Mobility Lab is a property of The Destination Sales & Marketing Group, Ltd., a business-to-business transportation, tourism, and marketing consulting company.

## Requirements, Salary, and Benefits

Advanced knowledge of Microsoft Office, and WordPress required. Familiarity with other software, including databases a plus. Bachelor's degree required. Salary commensurate on experience.

Participation in DS&MG's 401(k) plan, health insurance (including dental and vision), short- and long-term disability, as well as direct payment of transit/vanpool costs up to \$130 per month (up to \$1,560 per year) and payment of annual Capital Bikeshare membership fees (\$75 per year). A "compressed" work schedule that allows employees to take every-other Friday as a day off after six months of employment per supervisor approval. Total paid time off for vacation and illness of 128 hours (16 days) per year. An additional 10 paid holidays per year. Note that this is not a position with Arlington County Government.

## How to Apply:

Please submit a cover letter and resume to [paul.mackie@mobilitylab.org](mailto:paul.mackie@mobilitylab.org) with "Research Marketing Manager" in the subject line. **Applications due by February 4, 2018.**