



DS&MG

The Destination Sales and Marketing Group, Ltd.

Marketing Director – Destination Sales and Marketing Group

The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates and manages transportation option programs in the region. 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 I-66 Commuter Choice - Inside the Beltway program. We educate and assist our clients in offering their employees or residents programs and amenities that support travel choice.

The Marketing Director will be working on programs focusing on business-to-business and business to consumer mobility choice initiatives. The Marketing Director is responsible for the day-to-day operations and success of the transportation options marketing program including managing a small marketing team, developing and implementing strategic marketing plans and budgets, working with designers, printers, photographers, videographers, and others to produce materials within brand guidelines, and generates and executes marketing campaigns across social media platforms. The Marketing Director works with key stakeholders to gain a better understanding of outreach and sales goals, generates reports for campaigns using data based on analytics tools or other research, and explores new methods to identify and engage new clients.

The Marketing Director will spend 40% of their time creating marketing strategies for programs and grants, helping to set the best marketing practices for outreach and sales team. 40% of the Director's time will be spent collaborating with the outreach and marketing teams to create innovative marketing materials that drive program implementation. 20% of the Director's time will be spent managing staff, analyzing, tracking, maintaining, and reporting data associated with marketing goals at various levels (internal, county, regional and state).

A strong candidate will have initiative and desire to share best practices and work in a collaborative team environment while achieving individual and company goals. Must be comfortable taking ownership of a project, leading from concept to final product, managing a team, and interacting with senior staff and stakeholders.

Primary Duties and Responsibilities:

- Leads the marketing project/process management, prioritizing and managing internal projects for delivery
- Strategizes with the DS&MG Outreach Team as well as program manager(s) to implement new and ongoing campaigns to meet organizational objectives and goals
- Creates strategy concepts and builds work plans for the team at individual program level as well as overall organizational level
- Fosters development of an employee-oriented corporate culture that emphasizes quality, professional development, employee retention, and above average performance.
- Copy edits with knowledge of Chicago Manual of Style
- Analyzes Google Analytics, certifications beneficial, for future marketing efforts and reporting requirements
- Maintains knowledge of marketing best practices and trends, incorporating into the business as beneficial.

Required Skills and Experience:

- Ability to work on site in Rosslyn - Arlington, Virginia and travel within Northern Virginia
- Possess and demonstrate a minimum of 7-9 years of progressively responsible experience in the discipline, making contributions to, organizing, and/or managing a marketing program based on client deliverables
- Proven success managing a marketing team
- Experience generating and executing marketing campaigns across social media platforms
- Practical knowledge and development of current marketing strategies, and ability to implement strategic marketing plans and budgets
- Experience working with designers, printers, photographers, videographers and others to produce materials within brand guidelines
- Demonstrated excellent communication and creative thinking skills
- Enjoy working collaboratively in a team environment
- Ability to work independently and take initiative
- Interest in transportation policy or issues
- Ability to manage and prioritize multiple projects simultaneously in a fast-paced social environment utilizing a project management tool currently in place.
- Bachelor's degree in Marketing, Advertising, or a related field, or equivalent number of years of experience.

Additional Skills Desired:

- In depth understanding of inbound marketing techniques, inbound certification beneficial
- Full understanding and can demonstrate understanding and use case examples for HubSpot, Canva/Photoshop, Asana (or similar software), WordPress
- Understands basic HTML
- Emotionally intelligent and can handle confrontation/conflict in a professional manner

Local candidates preferred. No relocation provided. Please submit cover letter and resume to wendy.duren@transpartners.com and note Marketing Director DS&MG in the subject line.