



# DS&MG

The Destination Sales and Marketing Group, Ltd.

## **Business Development Specialist**

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 Business Development Specialist will work on I-66 Commuter Choice and vanpool initiatives and spend 75% of their time supporting the professional sales and marketing team with education and outreach initiatives to current clients and prospects. The remaining 25% of the candidate's time will be working on special projects, maintaining databases, and analyzing results. A strong candidate will have initiative and the desire to work in a team environment while achieving individual and company goals.

A strong candidate enjoys and excels at helping people, is motivated to learn new skills and be part of a team at a small, dynamic, growing company with smart, motivated people. Must be detail, deadline, and results oriented.

## **Primary Duties and Responsibilities**

- Actively participate in the formulation and implementation of outreach campaigns.
- Respond to general incoming inquiries.
- Assist with lead generation.
- Support team members with outreach activities and special projects.
- Attend client events to engage people about mobility options.
- Maintain outreach database and run reports.
- Provide content of interest for blogs and newsletters and assist with proofreading and editing outreach and marketing pieces.
- Assist with client and internal event planning.
- Keep track of inventory including marketing materials, promo items, and event items.
- Manage vendor invoices and administrative duties as assigned.

## **Minimum Required Qualifications and Skills:**

- Bachelor's or Associates Degree.
- 2+ years previous experience working in a sales, marketing, communications, or advertising office environment.
- Electronic media/social media marketing experience.
- Experience working with CRM or other databases and creating queries/reports.

- Demonstrated speaking and writing skills and native proficiency of the English language.
- Ability to manage multiple projects simultaneously.
- Proficiency in Office 365 and Sharepoint.

Please submit resume and cover letters to [marie.cox@transpartners.com](mailto:marie.cox@transpartners.com). Resumes submitted without cover letter will not be considered. Applications accepted until position filled.