



DS&MG

The Destination Sales and Marketing Group, Ltd.

Content Marketing Specialist – Mobility Lab

The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates and manages transportation option programs in Arlington, VA. DS&MG has led the way in the Transportation Demand Management (TDM) industry since 1998 and has a solid reputation as a firm that creates innovative programming with measurable results. 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, residents, tenants, and visitor programs and amenities that support travel choice.

Mobility Lab is a transportation think tank and research center, a place where TDM and public transportation management ideas and strategies can advance through research, collaboration, technology, and training. The Destination Sales & Marketing Group provides our diverse staff of research consultants, content developers, and managers with an innovative and varied working environment.

Position Summary

This role would be working with the DS&MG Marketing Team, focusing on the Mobility Lab program. The Content Marketing Specialist complements a team of research staff working on transportation research, communications, and marketing related to Transportation Demand Management projects in Arlington, Virginia. The Content Marketing Specialist will have a proven background in writing, blogging, social media best practices, along with a good eye for design. This role will write content for search engine optimization and present data as compelling articles, blogs, reports, and presentations for print and digital. This position interacts and collaborates with program team members within Arlington County, DS&MG, and reports directly to a Marketing Manager.

Responsibilities:

- Edit original research reports, blogs, articles, and presentations with the ability to adapt the voice and tone depending on the audience.
- Write and schedule the monthly email newsletter and build the subscriber base.
- Manage the Mobility Lab stable of contributing writers and publish their work to the website.
- Maintain the editorial calendar for blogs, newsletters, and social media campaigns.
- Collaborate with the Marketing Team to provide ideas for digital and print pieces.
- Report on digital marketing metrics utilizing Google Analytics.
- Manage photography and video production projects with external vendors.
- Collaborate closely with the Director of Mobility Lab Research, DS&MG colleagues, and partners on special projects as needed.

Required Skills & Experience:

- Ability to work on site in Rosslyn, Arlington, Virginia.

- 3-4 years' experience in professional writing, digital marketing best practices, and project management.
- Bachelor's degree in Marketing, English, Business, or equivalent working experience.
- Demonstrated skills in writing, copyediting, and knowledge of basic HTML/CSS.
- Competencies in WordPress and familiarity with editing graphics and photos for web and social media.
- Ability to create content for SEO and stay current with digital marketing changes.
- Excellent time management skills and ability to work in a fast paced, deadline-driven environment.
- Ability to work independently and take initiative.
- Enjoys working collaboratively in a team environment.
- Emotionally intelligent and able to maintain relationships with colleagues and partners.
- Interest in digital marketing trends, transportation, sustainability, urban planning.

Submission Details

Interested candidates must submit a cover letter and resume to Christy Lee christy.lee@transpartners.com. Submissions without a cover letter will not be reviewed. Please write *Content Marketing Specialist* in the subject line.