

## **Business Development Manager – Employer & Schools Program**

The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates and manages transportation option programs. 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 Manager (BDM) will be working on the Arlington Transportation Partners program focusing on business-to-business mobility choice initiatives. The BDM will work with a portfolio of business and school clients to implement transportation programs that incentivize individuals to consider and use transportation options such as: vanpooling, bus, Metro, VRE, biking, walking, carpooling, car sharing, Capital Bikeshare, telework, compressed work weeks, and flexible scheduling. The BDM will spend 60% of their time building relationships with clients, establishing transportation programs, and educating employees commuting within and to Arlington County. 20% of the BDM's time is spent working collaboratively with a team to create comprehensive and integrated marketing collateral materials, sales campaigns, and client communications. 20% of the BDM's time will be spent analyzing, tracking, maintaining, and reporting on data associated with their program.

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 contacting clients and prospects via meetings, phone calls and email.

### **Primary Duties and Responsibilities:**

- Engage employers and identify prospects to recommend and implement commuter programs for employees and residents
- Engage Arlington Public Schools (APS) administrators and leadership to promote their commuter benefits to all APS employees
- Design and lead programs that reduce employee drive-alone rates
- Oversee the completion and implementation of DS&MG's transportation demand management curriculum
- Strategize with the DS&MG Outreach & Marketing Team as well as program manager(s) to implement new and ongoing sales campaigns to meet organizational objectives and goals
- Collaborate with other organizations within the region to promote transportation options
- Assist with the creation of client specific sales and outreach campaigns
- Organize and attend transportation related events
- Work with a team by providing copy/content for collateral, newsletters, and social media
- Database entry for tracking and reporting activities using Sugar and Hubspot CRM
- Keep current with industry issues by participating in trainings and webinars

### **Required Skills and Experience:**

- Ability to work on site in Rosslyn - Arlington, Virginia and travel within Northern Virginia
- 4+ years paid experience working full-time in a professional office environment
- Bachelor's degree in business, marketing, planning, or a related field

- Business-to-business sales, outreach, account management, project management or engagement experience
- Basic understanding of marketing, advertising, project management, event planning and/or communications
- Proficiency in using CRM software and project management team tools; experience with Sugar and/or HubSpot beneficial
- Strong communicator with documented presentation skills and demonstrated strong writing ability
- Enjoy working collaboratively in a team environment
- Ability to work independently and take initiative
- Interest in transportation policy or issues
- Interest in promoting the benefits of multi-modal mobility options
- Ability to manage and prioritize multiple projects simultaneously in a fast-paced social environment

Local candidates preferred. No relocation provided. Only candidate who submit a cover letter along with resume will be considered. Please send to [wduren@dsandmg.com](mailto:wduren@dsandmg.com)