



# DS&MG

The Destination Sales and Marketing Group, Ltd.

## **The Destination Sales & Marketing Group, Ltd. Business Development Manager – Commute66 & Vanpool Connect**

Come join our award-winning team in Arlington, VA and be part of a compassionate and driven team that emphasizes collaboration and communication. This is an excellent opportunity for a professional to make a difference within Northern Virginia's business community to impact the lives of individuals who live or work in Arlington and the Greater Washington region. The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates and manages transportation option programs.

### **Position Summary**

This is an exciting role for a motivated professional with business engagement experience who is passionate about transportation, urban planning, and/or sustainability. The Business Development Manager (BDM) will work on both the Commute66 and Vanpool Connect programs focusing on business-to-business mobility choice initiatives for employers and properties located in Arlington and along I-66 inside the beltway. The BDM will work primarily with human resources, facilities, and executive leadership teams at companies as well as property management at residential and commercial buildings to implement transportation programs and amenities that encourage employees or residents to consider and use mobility options such as: transit, vanpool, carpool, biking, walking, car sharing, Capital Bikeshare, telework, compressed workweeks and flexible scheduling. This position will spend 70% of the time conducting outreach to build relationships with employers and properties, establishing vanpool and other commuter programs at client sites, and educating employees traveling along the I-66 corridor including Arlington County. 15% of your time is spent working strategically with other programs and teams to create comprehensive and integrated marketing collateral materials, sales campaigns, and client communications as well as events organization and management. 15% of your time will be spent analyzing, tracking, maintaining, and reporting on data associated with your work.

### **Responsibilities**

- Act as the Commute66 outreach lead for employers, multi-family residential, and commercial properties located near I-66 in Fairfax, Falls Church, Arlington, and Alexandria.
- Act as the Vanpool Connect outreach lead and liaison with vanpool owner-operators for Arlington County's employer community.
- Engage and educate clients about regional transportation options, programs, incentives, and amenities, providing consulting services to implement new programs and benefits.
- Identify prospects and conduct phone, email, and in-person outreach.
- Participate in the development, roll-out, and execution of a new incentive for businesses to encourage transit usage in Northern Virginia.
- Collaborate with other organizations within the region to enhance outreach and services.
- Collaborate with outreach and marketing teams to create and implement innovative sales campaigns to meet organizational objectives and goals.
- Organize and attend transportation related events and webinars.
- Write copy/content for collateral, including newsletters, professional guides, and blogs.
- Track results and activities via digital tools, including SugarCRM and HubSpot CRM.

- Keep current with developments in the industry by participating in trainings and webinars.

### **Required Skills & Experience:**

- Ability to work on site in Rosslyn, Arlington, Virginia and travel within Northern Virginia.
- Bachelor's degree and 4+ years' experience including corporate engagement, sales, business-to-business outreach, or account acquisition/management in a professional office environment; experience working with HR professionals a plus.
- Proven track record of meeting or exceeding goals related to client outreach, acquisition, and long-term engagement.
- Strong communicator with documented presentation skills and demonstrated writing ability.
- Basic understanding of marketing, advertising, project management, event planning, and/or communications.
- Proficiency in CRM software and project management tools; experience with SugarCRM and/or HubSpot beneficial.
- Ability to work independently and take initiative.
- Interest in transportation and/or environmental 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.

### **Submission Details**

Interested candidates must submit a cover letter and resume (additional writing samples and/or a link to your online portfolio are a plus) to **Marie Cox at [marie.cox@dsandmg.com](mailto:marie.cox@dsandmg.com)**. Please write **Business Development Manager – Commute66** in the subject line.

### **About The Destination Sales & Marketing Group (DS&MG)**

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 guests' programs and amenities that support travel choice. DS&MG has led the way in the Transportation Demand Management (TDM) industry since 1998 and have a solid reputation as a firm that creates innovative programming with measurable results.