



# DS&MG

The Destination Sales and Marketing Group, Ltd.

## **Arlington Transportation Partners**

### **Business Development Manager – Multi-Family Residential**

Come join our award-winning team in Arlington, VA and make a difference in the lives of Arlington County residents with lasting impacts that extend to the Greater Washington region.

### **Join Us**

The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates transportation option programs with a solid reputation as a firm that creates innovative programming with measurable results. Come join our compassionate and driven team that emphasizes collaboration and communication.

### **Position Summary**

This is an exciting role for a motivated professional with business engagement experience who is passionate about transportation, urban planning, property management, and/or sustainability. The Business Development Manager (BDM) will be working on the Arlington Transportation Partners Multi-Family Residential program focusing on business-to-business mobility choice initiatives for Arlington County residents. The BDM will work with property management companies at apartment and condominium buildings to implement transportation programs and provide building level amenities that encourage residents to consider and use mobility options such as: bus, Metro, biking, walking, carpooling, vanpooling, commuter train, and carsharing. This position will spend 60% of the time maintaining and improving relationships with both a current client base and prospects via meetings, phone calls and email. 30% 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. 10% of your time will be spent analyzing, tracking, maintaining, and reporting on data associated with your work.

### **Responsibilities**

- Educate and train your clients about local transportation services, building level amenities and transportation requirements.
- 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.
- Utilize your writing skills by providing content for collateral, newsletters, and social media.
- Keep track of your results and activities via digital tools such as SugarCRM and HubSpot CRM.
- Keep current with developments in the industry by participating in local trainings and webinars.
- Work with other organizations and form partnerships within the region to promote transportation options.

**Required Skills & Experience:**

- Ability to work on site in Rosslyn, Arlington, Virginia and travel locally.
- 2-4 years' experience in property management, real estate, urban planning, or outreach/engagement in a professional office environment.
- Basic understanding of marketing, advertising, project management, event planning, and/or communications.
- Proficiency in using CRM software and project management team tools; experience with SugarCRM and/or HubSpot beneficial.
- Strong communicator with documented presentation skills and demonstrated strong writing ability.
- 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.

**Submission Details**

Interested candidates must submit a cover letter and resume (additionally, writing samples and/or a link to your online portfolio are a plus) to **Sheila McGraw at [sheila.mcgraw@transpartners.com](mailto:sheila.mcgraw@transpartners.com)**. Please write **Business Development Manager - MFR** 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.