



# DS&MG

The Destination Sales and Marketing Group, Ltd.

## **The Destination Sales & Marketing Group, Ltd. Business Development Manager – Employer Services**

Come join our award-winning team in Arlington, VA and be part of a compassionate and driven group that emphasizes collaboration and communication. This is an excellent opportunity for a professional to make a difference in the lives of Arlington County residents and commuters with lasting impacts that extend to 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 be working on the Arlington Transportation Partners program focusing on business-to-business mobility choice initiatives. The BDM will work with clients to implement transportation programs that incentivize employees 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 prospects and clients, consulting with employers to establish transportation programs, meeting individual program goals, 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, prospects, and stakeholders via meetings, phone calls, and email.

### **Responsibilities**

- Identify prospects and consult with employers to recommend commuter programs for employees
- Work closely with human resources, facilities, and executive leadership teams at client sites to implement or enhance sustainable commuter programs, benefits, and amenities
- Strategize with the DS&MG Outreach & Marketing Team as well as program management to implement new and ongoing sales campaigns to meet organizational objectives and goals
- Assist with the creation of client specific sales and outreach campaigns and materials
- Organize and attend transportation related events
- Work with a team by providing copy/content for collateral, newsletters, and social media

- Track and report activities via database entries using Sugar CRM and HubSpot, maintain accurate information
- Collaborate with other organizations within the region to promote transportation options
- Keep current with industry issues by participating in trainings, webinars, and industry conferences

### **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
- Business-to-business sales, outreach, account management, project management or engagement experience; experience working with human resources professionals a plus
- Bachelor's degree in business, marketing, planning, or a related field beneficial
- 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 writing ability
- 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

### **Salary**

The salary range for this position is \$60,000 - \$65,000 annually and is commensurate with experience. The Destination Sales & Marketing Group offers a comprehensive benefits package to support annual compensation.

### **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 – ATP** in the subject line.

*Local candidates preferred. No relocation provided.*

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

The Destination Sales & Marketing Group 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.