



# DS&MG

The Destination Sales and Marketing Group, Ltd.

## **Destination Sales & Marketing Group Graphic Digital Designer**

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**

As the Digital Designer, you'll be a member of an in-house marketing team that is responsible for creating effective marketing strategies and campaigns to promote transportation initiatives for Arlington County Commuter Services programs, including Arlington Transportation Partners (ATP), BikeArlington, WalkArlington, Capital Bikeshare, Commute66, and Mobility Lab.

The Digital Designer will spend 40% of their time conceptualizing and creating interactive and engaging digital content to promote transportation services and programs and presenting design ideas to stakeholders. 40% of the Digital Designer's time will be spent managing and maintaining digital platforms used to implement projects and working collaboratively with Marketing Managers to implement campaigns and initiatives on those platforms. 20% of the Digital Designer's time will be spent collaborating with the Art Director to document and maintain the digital design guidelines, digital asset collection, and creating a virtual inspiration board.

### **Responsibilities**

- Design digital content and experiences across digital platforms including websites, social, video, and email
- Create and edit video content to be displayed on multiple digital channels
- Assess product, user research, and design requirements to provide sound digital solutions based on best practices and project goals
- Communicate conceptual ideas and detailed design rationale both verbally and visually through sketches, diagrams, wireframes, and interactive prototypes to stakeholders effectively
- Maintain and update WordPress and HubSpot templates (e.g., landing pages, emails, and blogs) and ensure compliancy with ADA regulations
- Assist the Marketing Managers with implementation of landing pages, emails, blog, and social content publishing and optimizing webpage content based on SEO best practices



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- Work with developers to ensure websites are high functioning by testing and improving the user experience
- Work closely with the Marketing Director and Managers to develop and implement digital strategies and campaigns that align with client goals
- Maintain digital design style guides, toolkits, and other design documents in collaboration with the Art Director and established brand guidelines

## Required Skills & Experience

- 2-3 years of digital design experience with website, mobile, email, social, video, and advertising
- Proficient in HTML, CSS, Javascript, and PHP
- Proficient with Adobe Creative Suite (i.e., Photoshop, Illustrator, Premiere)
- Understanding of user centered design and how to effectively implement across platforms
- Experience designing and developing websites in WordPress and in Hubspot
- Experience with animation and motion design
- Knowledge of marketing automation and emails platforms like Mailchimp, Hubspot, and Constant Contact
- Experience using digital asset management systems like Libris/Photoshelter, Brandfolder, or MediaValet
- Ability to work independently on assigned projects and tasks to meet deadlines
- Proficiency in content review to ensure quality and guidelines are maintained
- Collaborate effectively with the marketing team and stakeholders across the organization and clients
- Passion for keeping up with the latest digital trends and designs

## Submission Details

Interested candidates must submit a resume and portfolio to Fadi Seikaly at [fadi.seikaly@dsandmg.com](mailto:fadi.seikaly@dsandmg.com). Please write Graphic Digital Designer in the subject line.

## About 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 1-66 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.