

## Wordpress Website Developer & Designer

Come join our award-winning team in Arlington, VA and be part of a compassionate 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

The Destination Sales & Marketing Group (DS&MG) is seeking an individual with a strong background and passion for graphic design and web development to refresh, rebuild and maintain our corporate and marketing websites. Using your expertise in web design and development you must be able to effectively communicate the brands and our comprehensive body of original content that focuses on behavior change strategies, messaging, and best practices in the Transportation Demand Management and Active Mobility industries.

The ideal candidate for the Wordpress Website Developer & Designer position will have specialized skills in website technology, specifically WordPress, and will possess the ability to understand our business needs and produce sites that provide a positive experience for our site visitors. The ideal candidate should be able to thrive in a fluid, deadline driven environment and have a disciplined approach to their work as well as a strong creative mind and excellent communication skills. This person will work directly with colleagues to help bring research and technical project content to life and be part of a growing website and marketing team. This position reports to the Senior Project Lead.

### Requirements

Basic Qualifications: Bachelor's degree and up to 2 years' experience designing Wordpress websites to include a strong capability designing graphics and images using tools such as Adobe Photoshop, Illustrator, etc., as well proficiency in HTML, CSS, and JavaScript. Knowledge of UI/UX design structures and techniques a plus.

### Major Responsibilities

#### 60% Website Development

- From concept to implementation, create web designs and redesigns using the WordPress platform.
- Conduct an audit of existing web structures, content, security, and plug-ins to determine new sitemaps.
- From concept to implementation, provide design ideas and design graphics and images.
- Understanding of color theory and layout on all web designs.
- Perform frequent reviews and tests of finished websites for functionality, responsiveness, quality assurance and security protocols.
- Improve the user experience and aesthetics while preserving brand identities.
- Knowledge of web-standards, ADA compliance, and cross-browser compatibility.

#### 30% Website Design and Marketing & Communications of Content

- Preparation and publication of articles, blogs, reports, and case studies in WordPress.
- Use of social media to promote content.
- Design of print materials, branding, and graphics for client needs and to support other departments.

### 10% Project Management

- WordPress and Google reporting and analytics required monthly.
- Actively participate in bi-weekly meetings to streamline progress and ensure productive communication and deadline expectations.
- Work with branded programs to identify web development and design needs.
- Work with the Executive Team to establish and execute creative strategies for new customer sites and customer updates along with our own in-house sites.
- Passion for keeping up with the latest digital trends and designs.

### Compensation and Benefits

The Wordpress Website Developer & Designer position is full time, forty hours per week. Due to COVID-19, this position is temporarily a remote position but will require the employee to be located in the DC region and available to work in Arlington, Virginia when DS&MG returns to office. Competitive salary between \$64,000-\$69,000 per year based on experience. Annual paid time off, holidays, and generous benefits package including transit benefit program and employer-sponsored 401(k) program participation. Professional, technical, and casual high-energy work environment. Company provided laptop. Applicants must currently be authorized to work in the United States.

### Submission Details

Interested candidates must submit a cover letter and resume to Lois DeMeester at [Ldemeester@transpartners.com](mailto:Ldemeester@transpartners.com). Please write "WordPress Developer & Designer" in the subject line. Links to prior work or website design portfolio is appreciated.

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

DS&MG operates programs including Arlington County Commuter Services- Arlington Transportation Partners (ATP), BikeArlington, WalkArlington, Capital Bikeshare and Mobility Lab 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.