

## **Marketing Manager**

Come work with 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.

The Marketing Manager is a one-year contract position working on Arlington Transportation Partners and Commute66 programs focusing on business-to-business initiatives that change travel behaviors. The Marketing Manager will work with the Marketing and Program teams to increase awareness and usage of regional commute options and enrolling individuals in financial incentive programs.

The Position will spend 50% of their time working as part of the marketing team on creating and implementing integrated marketing campaigns for Commute66 and Vanpool, 30% of their time on website updates, content development and distribution, 10% of their time working collaboratively with the program teams to create marketing strategies and initiatives. And 10% of the position's time will be spent analyzing, tracking, maintaining, and reporting on data associated with their work.

A strong candidate will have initiative and desire to share best practices and work in a collaborative team environment.

### Primary duties and responsibilities:

- Act as the Marketing lead for Commute66, Vanpool Connect
- Create and maintain consistent branding for print and digital marketing pieces, coordinating the production and design for campaigns/collateral/promotional items with both internal and external graphic designers and vendors
- Work with a team to implement marketing/advertising campaigns to further improve brand recognition for our clients
- Manage website updates and oversee optimization of content on websites based on analytics and keyword research
- Grow followers, impressions, and interactions across all platforms and improve social media strategies with new concepts and ideas in partnership with the program managers
- Create and catalog content, gaining experience in content development and content management systems
- Manage the editorial calendar, generate ideas, and create/implement content marketing plans
- Work with a team to create, proofread, and edit content
- Strategize with the DS&MG Marketing Team and program manager(s) to implement new and ongoing program campaigns to meet organizational objectives and goals
- Monitor, review, and report on the effectiveness of programs' activity and results
- Assists the program managers with outreach initiatives and events

### Required Skills and Experience:

- Ability to work independently and take initiative
- Ability to manage multiple projects in a fast-paced environment

- Proficiency in MS Office applications, email marketing solutions, content management systems (HubSpot, WordPress)
- Proficient in project management platforms (Asana, Workamajig)
- Proficiency in HTML and CSS preferred; understanding in Javascript and PHP preferred
- Proficiency in Google Analytics and social tracking platforms (TrackMaven)
- Proficiency in SEO required; understanding of SEM and Google Ads preferred
- Have a Bachelor of Arts, MBA, or working towards a MBA in English, Communications, Business Marketing or another relevant field
- Enjoy working collaboratively in a team environment
- Strong eye for design and understanding of general concepts
- Strong willingness to learn marketing concepts and bring innovative ideas to the team
- Well versed in social media platforms
- Understanding of Adobe Illustrator and Photoshop preferred, but not required

Please submit cover letter and resume to Fadi Seikaly at [fadi.seikaly@dsandmg.com](mailto:fadi.seikaly@dsandmg.com) and use Marketing Manager in the subject line.

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.