



The Destination Sales and Marketing Group, Ltd.

Destination Sales & Marketing Group, January 2022

Arlington Transit Marketing Specialist – Part Time Position

Come join our award-winning team in Arlington, VA and be part of a compassionate and driven group that emphasizes collaboration, communications, and technical expertise. The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates and manages long-term transportation option programs. 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.

Position Summary

DS&MG provides staffing and marketing support to the Arlington County Transit Bureau and the Arlington County Commuter Services marketing team. The Arlington Transit Marketing Specialist will be responsible for marketing the Arlington Transit Bus Service (ART) for the purpose of increasing ridership, inform current riders of route changes and service issues. The Specialist will promote related programs including STAR (Specialized Transit for Arlington Residents), para-transit services, ART Adopt-a Stop, iRide Student Program and transit capital projects. The Specialist will also produce marketing materials, schedules, maps, brochures, flyers, advertisements, direct mail, coupon booklets, signage, videos, social media posts, website updates, write blogs, work with Arlington schools to promote iRide, Student SmartTrip cards as well as promote Arlington Metrobus and Metrorail. The Specialist will follow and complete all Arlington County required project management training and procedures.

Arlington Transit (ART) operates within Arlington County, Virginia supplementing local Metrobus service with cross-County routes as well as neighborhood connections to Metrorail and Virginia Railway Express. DS&MG supports Arlington's Transit Bureau and the Arlington County Commuter Services marketing team by promoting ART bus service through integrated marketing campaigns that increase awareness and encourage permanent ridership.

Responsibilities

Increase ART ridership by:

- Developing marketing campaigns encouraging riders to start using ART and transit again as COVID evolves and restrictions lift.
- Promote the safety measures Arlington Transit has implemented to make the buses safe for passengers.
- Conduct In person outreach to community groups that might be reluctant about riding transit due to COVID-19.
- Direct outreach efforts associated with targeted fare programs, i.e., reduced/discounted fares for identified groups or services.

Promote ART service and increase awareness by:

- Working with the Arlington County Transit staff to do more in-person community outreach and talk with hard-to-reach groups to get feedback about current service and proposed service changes.



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- A post-COVID focus on promoting using ART for trips other than commuting to work (shopping, getting to recreational activities, weekend service, etc.) since a lot of people will probably continue to telework.
- Incorporate ART's proposed rebranding (updated logo, tag line) into marketing and outreach initiatives.

Increase social media engagement by creating more targeted and promoted Facebook and Instagram posts by:

- Designing, updating, and printing schedule brochures, maps, flyers, advertisements, direct mailers, and bus stop information as needed.
- Update information on the ART website and manage ART's blog and social media accounts.
- Ensure that all bus service information is up to date on the ART website, in the ART schedule brochures, and at all ART bus stops.
- Promote service changes.
- Support in development of passenger surveys and public outreach comments
- Develop and promote special events to promote ART, such as "Free Ride Day".
- Schedule community outreach teams to attend events to promote ART.
- Work with County staff, the Hispanic Outreach Coordinator, Arlington Transportation Partners, local civic associations, Business Improvement Districts, and other community groups to create awareness and promote service.

Support ART's Adopt-a-Stop program by increasing awareness and participation by:

- Promoting the program to community groups, schools, residents, and businesses.
- Promoting the program via social media, newsletters, at community events and by working with Arlington Transportation Partners to reach their clients.
- Setting-up new adopters in the program, maintain the adopt-a-stop database and serve as the point-of-contact for adopters.

Assist in increasing awareness of the iRide program and the Student SmarTrip card which provides a discount fare for Arlington K-12 students by:

- Work with staff at Arlington County Public Schools and with the Arlington Transportation Partners Schools Outreach Manager to promote the iRide program and identify outreach opportunities.
- Coordinate outreach visits with Arlington Transportation Partners and meet with Arlington middle and high school administrators to promote transit and sell student SmarTrip cards.
- Attend school events to promote the iRide program.
- Outreach to elementary school students by doing in class presentations and doing travel trainings on a bus.
- Update the iRide information kiosks at the middle and high schools.

Support the *Specialized Transit for Arlington Residents (STAR)* program, Arlington's paratransit service by:

- Producing the *STAR Points* newsletter and coordinate mailings as needed.
- Updated and reprint STAR coupon booklets as needed.
- Update and reprint the Senior Transportation Guide as needed.

- Update and reprint the STAR Rider Guide as needed.
- Update and maintain the information on the STAR website.

Assist with other transit related and capital projects as needed by:

- Assisting with outreach and communication efforts for transit-related projects.
- Designing, printing, and coordinating the installation of informational and wayfinding signage for transit- related projects.

Experience

Degree in marketing or marketing and communications. Minimum of three to five years of work experience in all phases of marketing and or marketing communications, writing and social media. Preference for candidates with transit or transportation marketing experience or independent marketing consulting experience. Excellent writing and communications skills required.

Compensation

The ART Marketing Specialist position is part time position and reports to the Arlington County Commuter Services Marketing Manager. Annual compensation range based on experience is between \$30,000 and \$36,000. There are no benefits, paid time off, or paid holidays associated with this position at this time.

Due to COVID-19, this position is temporarily a remote position but will require the applicant to be located in the DC region and available to work in Arlington, Virginia when DS&MG returns to office. Applicants must currently be authorized to work in the United States.

Submission Details

Interested candidates must submit a resume, cover letter, and marketing sample to Lois DeMeester at Ldemeester@transpartners.com. Please write ART Marketing Specialist in the subject line. Links to previous marketing work or a portfolio are appreciated.

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.