

## **Destination Sales & Marketing Group, April 2022**

### **Mobility Lab Communications and Content Management Specialist**

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**

Mobility Lab is seeking to hire an experienced, hands-on Communications and Content Management Specialist to play a technical, strategic, and quality assurance role responsible for creating content and shepherding the publication process of documents that complement its research team working on transportation research, communications and marketing related to Transportation Demand Management (TDM) projects in Arlington, Virginia. The Communications and Content Management Specialist will perform a critical role in expanding the reach of knowledge and messages about the benefits and success of TDM best practices in Arlington and in the State of Virginia to a wider audience. The Communications and Content Management Specialist will produce engaging content that showcase data and research findings into compelling stories, articles, reports, and presentations in online representations on the Mobility Lab website and in print documents on a regular basis.

The position requires an excellent background in writing and editing, an eye for graphic design, and a strong acumen in effectively translating technical research to various forms of interesting and engaging content. In collaboration with the Mobility Lab research team, the Communications and Content Management Specialist will communicate and document the value of the TDM research program to key audiences that links research to tangible benefits for stakeholders and for the public.

#### **Responsibilities**

The Communications and Content Management Specialist will be responsible for the following activities under the supervision of Mobility Lab's Research Director and Web Marketing Manager:

- Owns the entire process of creating well-designed and well-written content: developing ideas, writing, and editing articles, producing complementary visual elements, ensuring quality and accuracy of information, and publication and uploading on Mobility Lab's website.
- Handles the day-to-day operations of maintaining a publication calendar, and producing and managing content for Mobility Lab's website, quarterly newsletter, and social media channels.
- Uploads, updates, and manages content on Mobility Lab's website and social media channels.
- Helps find compelling graphics photos and videos for reports, presentations, and website content.
- Manages Mobility Lab's library of photos, videos, and other media.
- Produces a monthly e-newsletter to disseminate TDM research and resources from Mobility Lab and various sources.
- Collaborates closely with the Research Director and Marketing Director to write, edit, and design research documents, reports, and presentations for publication.

- Fulfills requests for information from other Mobility Lab, Arlington County and DS&MG teams and staff members.

#### **Required Skills, Qualifications and Experience:**

- Bachelor's degree in a relevant field. Master's degree in a relevant field is a plus.
- At least three years of experience in professional communications, content management, writing and editing, publishing, digital communications and publishing, or research communications.
- Strong writing and editing skills. Desktop publishing skills preferred.
- Competencies in Photoshop, Illustrator, InDesign, or other graphic design programs.
- Competency with Wordpress or other content management systems.
- Competency with creating and managing email campaigns using Constant Contact or other similar platforms.
- Ability to effectively communicate technical results and methodologies to a variety of audiences.
- Detail-oriented and with the ability to provide accurate and timely information to various audiences.
- Ability to manage and deliver multiple projects on time.
- Interest in transportation, transit, planning, local policy, and transportation demand management.
- Thrives in a team environment.

#### **Compensation and Benefits**

The Communications and Content Management Specialist position is full time, forty hours per week and reports to the Research Director of Mobility Lab. This position qualifies for a Hybrid work schedule of in-office and telework days during the work week. Competitive salary between \$65,000-\$68,000 per year based on experience. Annual paid time off, holidays, and generous benefits package including transit benefits and employer-sponsored 401(k) program participation. Company provided laptop. Applicants must currently be authorized to work in the United States.

#### **Submission Details**

Interested candidates must submit a resume and cover letter as well as a writing sample of prior content created such as a digital newsletter, report, presentation, or original content created for a website to Tasha Arreza at [Tasha.Arreza@mobilitylab.org](mailto:Tasha.Arreza@mobilitylab.org). Please write "Communications and Content Management Specialist" in the subject line. Links to prior work or to a work portfolio is also 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.