

Position Title: Active Transportation Program Director

Reports to Active Transportation Operations Director (CaBi Lead)

Full-Time, Permanent

Come join our award-winning team in Arlington, VA and be part of a compassionate and results-oriented 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 Director of Active Transportation will lead an energetic team promoting biking, walking and shared micro-mobility in Arlington County, Va., directly supervise managers of the BikeArlington and WalkArlington programs, and oversee the team's marketing campaigns, outreach efforts and education initiatives. This position reports to the Director of Active Transportation Operations.

The successful candidate will have a genuine passion for biking, walking, and micro-mobility, with an ability to lead the bike and walk Transportation Demand Management (TDM) programs of Arlington County. The position requires strong leadership and management qualities, such as vision, ability to motivate and organize teams, collaboration, and courage. The candidate should also have a desire to work in a team setting supporting a wide variety of Arlington County Commuter Services activities.

Responsibilities (to include but not limited to):

BikeArlington and WalkArlington – Direct the BikeArlington and WalkArlington outreach teams in their encouragement and education activities, including:

- Provide vision and direction for the program and staff.
- Manage the BikeArlington Program Manager and WalkArlington Program Manager.
- Collaborate with Arlington's TDM programs including Arlington Transportation Partners, TDM for Site Plans and Mobility Lab on cross-programmatic initiatives.
- Provide day-to-day oversight and strategic direction on all major events, programs, and campaigns for BikeArlington and WalkArlington, such as:
 - Bike to Work Day
 - National Walking Day
 - Social rides
 - Bike education classes
 - Social walks
 - Emerging initiatives such as open streets
 - PAL Volunteer program
- Collaborate with Marketing lead to manage production and maintenance of all Active

Transportation communications and data platforms, including:

- BA and WA websites
 - Social media channels (Facebook, Twitter, & Instagram)
 - eNewsletters
 - Blogs
 - Bike Maps and Walkabouts
 - RackSpotter
 - Bike and Pedestrian Counter Dashboard
 - BikeArlington Forum
- Create and implement work plans.
 - Create and oversee program budgets.
 - Assemble materials for grant applications.
 - Collaborate with associated groups, both local and regional.
 - Serve as secondary media and public spokesperson for the programs, in consultation Arlington Department of Environmental Services Communications staff and Active Transportation Director of Operations.

Capital Bikeshare and Shared Micro-Mobility in Arlington – Support programs to grow use and success of Capital Bikeshare and shared micro-mobility (scooters and e-bikes) in Arlington and the region as needed, in consultation with Active Transportation Operations (CaBi Lead) Director.

Required Skills, Qualifications and Experience:

- Bachelor's degree and minimum 5 years of experience in a leadership position and/or managing large-scale projects or programs.
- Excellent interpersonal skills and the ability to work well in a collaborative team.
- Organized and reliable.
- A genuine passion for active transportation and a desire to share the message with others.
- Experience managing budgets over \$1Million.

Compensation and Benefits

The Active Transportation Director position is full time, forty hours per week and reports to the Director of Active Transportation Operations. This position qualifies for a Hybrid work schedule of in-office and telework days during the work week. Competitive salary between \$75,000-\$78,000 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 cover letter and resume to Henry Dunbar henry.dunbar@bikearlington.com. Submissions without a cover letter will not be reviewed. Please write *Director of Active Transportation* in the subject line.

About DS&MG

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 I-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.