

## **Arlington Transportation Partners Business Development Manager – Commercial and Hotel & Visitors Services**

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. 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 long-term transportation option programs.

### **Position Summary**

This is an exciting role for a motivated professional with business engagement experience who is passionate about transportation, urban planning, property management, commercial real estate, hospitality, parking management, and/or sustainability. The Business Development Manager (BDM) will be part of the Arlington Transportation Partners Commercial program focusing on business-to-business mobility choice initiatives for Arlington County. The BDM will work with commercial office buildings and hotels. ATP's Commercial program objectives are to assist clients with implementing transportation programs and provide building level amenities that encourage tenants and employees to consider and use mobility options such as: bus, Metro, biking, walking, carpooling, vanpooling, commuter train, and carsharing. This position will spend 60% of the time maintaining and improving relationships with both a current client base and prospects via meetings, phone calls and email. 30% of your time is spent working strategically with other programs and teams to create comprehensive and integrated marketing collateral materials, sales campaigns, and client communications as well as events organization and management. 10% of your time will be spent analyzing, tracking, maintaining, and reporting on data associated with your work.

### **Responsibilities**

- Educate and train clients about local transportation services, building level amenities and transportation requirements.
- Collaborate with outreach and marketing teams to create and implement innovative sales campaigns to meet organizational objectives and goals.
- Organize and attend transportation related events.
- Utilize your writing skills by providing content for collateral, newsletters, and social media.
- Apply your presentation skills to engage clients and prospects through webinars and other media.
- Develop customized transportation strategies and campaigns
- Keep track of your results and activities via digital tools such as SugarCRM and HubSpot CRM.
- Keep current with developments in the industry by participating in local trainings and webinars.

- Work with other organizations and form partnerships within the region to promote transportation options.

### **Required Skills & Experience:**

- Ability to work and travel throughout Arlington County, VA via a hybrid work offering.
- 2-4 years' experience in property management, real estate, urban planning, hospitality, parking management or outreach/engagement in a professional office environment.
- Basic understanding of marketing, advertising, project management, event planning, and/or communications.
- Proficiency in using CRM software and project management team tools; experience with SugarCRM and/or HubSpot beneficial.
- Strong communicator with documented presentation skills and demonstrated strong writing ability.
- Ability to work independently and take initiative.
- Interest in transportation policy or issues.
- Interest in promoting the benefits of multi-modal mobility options.
- Ability to manage and prioritize multiple projects simultaneously in a fast-paced social environment.

### **Compensation and Benefits**

The Business Development Manager for Commercial is a full-time, 40 hours per week and reports to the Property and Development Services Manager. Salary range 55,000-60,000. Annual paid time off, holidays, and benefits package including transit benefit program and employer-sponsored 401(k) program participation. Professional, technical, and 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 resume and cover letter to [sheila.mcgraw@transpartners.com](mailto:sheila.mcgraw@transpartners.com). Include ATP Commercial BDM in the Subject Line.

### **About The Destination Sales & Marketing Group (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.