

The Destination Sales & Marketing Group, Ltd.
Business Development Manager – Employer Services

Are you looking for better work-life balance and autonomy in your career? Are you excited about developing client relationships and working with a team of engaged individuals with already identified goals and expectations? In today's corporate environment, chances are you have already thought about finding an organization that puts employees first by offering flexible and hybrid workplace policies, strong health care benefits and paid time off that you are encouraged to take.

If this sounds like you, Destination Sales & Marketing Group (DS&MG) is looking for a Business Development Manager. This individual will work with the Employer Services team comprised of individuals who are passionate about making a difference in the region's transportation challenges.

Position Summary

This Business Development Manager (BDM) is a full-time position working on the Arlington Transportation Partners program focusing on business-to-business mobility choice initiatives. The BDM will work with clients to implement transportation programs that incentivize employees to consider and use transportation options such as: vanpooling, bus, Metro, VRE, biking, walking, carpooling, car sharing, Capital Bikeshare, telework, compressed work weeks, and flexible scheduling. The BDM will spend 60% of their time building relationships with prospects and clients, consulting with employers to establish transportation programs, meeting individual program goals, and educating employees commuting within and to Arlington County. 20% of the BDM's time is spent working collaboratively with a team to create comprehensive and integrated marketing collateral materials, sales campaigns, and client communications. 20% of the BDM's time will be spent analyzing, tracking, maintaining, and reporting on data associated with their program.

A strong candidate will have initiative and desire to share best practices and work in a collaborative team environment while achieving individual, team, program, and company goals. Must be comfortable contacting clients, prospects, and stakeholders via meetings, phone calls, and email.

Responsibilities

- Identify prospects and consult with employers to recommend commuter programs for employees.
- Work closely with human resources, facilities, and executive leadership teams at client sites to implement or enhance sustainable commuter programs, benefits, and amenities.
- Strategize with the DS&MG Outreach & Marketing teams as well as program management to implement new and ongoing sales campaigns to meet organizational objectives and goals.
- Assist with the creation of client specific sales and outreach campaigns and materials.
- Organize and attend transportation related events.
- Work with a team by providing copy/content for collateral, newsletters, and social media.
- Track and report activities via database entries using Sugar CRM and HubSpot, maintain accurate information.
- Collaborate with other organizations within the region to promote transportation options.
- Keep current with industry issues by participating in trainings, webinars, and industry conferences.

Required Skills and Experience

- Ability to work on site as requested in Rosslyn - Arlington, Virginia and travel within Northern Virginia.
- 4+ years paid experience working full-time in a professional office environment.
- Business-to-business sales, outreach, account management, project management or engagement experience; experience working with human resources professionals a plus.
- Bachelor's degree in business, marketing, planning, or a related field beneficial.
- Proficiency in using CRM software and project management team tools; experience with Sugar and/or HubSpot beneficial.
- Strong communicator with documented presentation skills and demonstrated writing ability.
- Interest in promoting the benefits of multi-modal mobility options.
- Ability to manage and prioritize multiple projects simultaneously in a fast-paced social environment.

DS&MG provides people-first benefits and does not discriminate based on gender, gender identity, sexual orientation, race, ethnicity, disability, veteran status, or any other characteristic protected by law.

Employees are provided the following benefits: hybrid work model, health care benefits that include dental and vision, paid time off, 12 paid holidays, compressed work schedule, bereavement leave, paid bikeshare membership, transit and bike commute benefits and company sponsored 401k.

The Destination Sales & Marketing Group 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. We educate and assist our clients in offering their employees, residents, tenants, and guest 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.

Local candidates preferred. No relocation provided.

Submission Details

Please submit cover letter and resume to wduren@dsandmg.com and note Business Development Manager in the subject line.