



BikeArlington Program Manager

Are you looking for work-life balance and autonomy in your career? Are you excited about developing a small 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 BikeArlington Program Manager. This individual will lead our bike program and work with a small but dynamic group of individuals who are passionate about making a difference in the region's transportation challenges and prioritize collaboration, communication, and creativity.

Position Summary

The BikeArlington Program Manager will engage with commuters, residents, businesses, visitors, and Arlington County departments to offer programs that promote active transportation choices, especially biking.

The Program Manager will spend half their time collaborating with internal programs and teams on integrated marketing materials, campaigns, and pilot projects that encourage and promote biking. They will manage larger community events, such as Bike to Work Day, and smaller events, such as group bike rides for the community. They will spend approximately 30 percent of their time engaging with people about biking and developing resources and educational content about this topic. They will spend the rest of their time analyzing, tracking, maintaining, and reporting on program data to the Active Transportation Program Director.

The successful candidate does not need to be an expert cyclist, but should genuinely enjoy biking and have firsthand, everyday experience riding a bike for leisure, commuting, and/or errands. They must be comfortable riding on streets and leading groups. Experience using electric bikes and cargo bikes a plus.

Responsibilities

- Collaborate with internal program and marketing colleagues to create and implement program elements and initiatives with associated goals that match BikeArlington annual work plan commitments.
- Partner with Arlington Transportation Partners, Arlington County's business-to-business transportation consulting organization, on outreach to business for biking, including the Bicycle Friendly Business Program, presentations, demonstrations, and/or social rides.
- Identify opportunities to measure program effectiveness and track results vis Asana and Excel.
- Educate commuters, residents, and visitors about active transportation services and amenities.



- Coordinate classes and workshops to teach adults how to ride and acquire new bike skills.
- Function as the primary liaison between Arlington County and Commuter Connections to manage and staff Arlington County's Bike to Work Day annual event in May with support from the Active Transportation and Marketing teams. This includes handling event coordination; managing vendors, budgets, and registration; and creating content for marketing materials.
- Moderate the Washington Area Bike Forum online community.
- Manage BikeArlington's social media presence on Facebook, Twitter, and Instagram.
- Manage and respond to inquiries regarding a variety of bike-related topics.
- Provide support to the Capital Bikeshare *Community Partners Program* initiative.
- Keep current on developments in the industry by participating in local trainings and webinars.
- Partner with other organizations, Arlington stakeholders, community groups, and regional partners to promote bike commuting and other active transportation options.

Required Skills, Qualifications and Experience

- Ability to work via a hybrid work schedule on site in Rosslyn (Arlington, VA.), travel locally, and work some evenings and weekends.
- At least two years' professional experience, preferably in program management, project management, events, or communications.
- Ability to ride a bike with the capability and willingness to lead group rides of up to twenty people.
- Knowledge of, or interest in, transportation policy and issues, including the field of Transportation Demand Management (TDM).
- Knowledge of, or interest in, best practices around developing bike culture and increasing transportation equity.
- Basic understanding of project management, behavior change/change management, event planning, urban planning/transportation, marketing, and/or communications.
- Outstanding verbal and written communication skills, including solid public speaking skills and the capacity to engage enthusiastically with the public at community events, such as the Arlington County Fair.
- Willingness to take the initiative and work collaboratively with multiple teams.
- Ability to speak Spanish is beneficial.
- Ability to use MS Office products is important: Outlook, Excel, Word, PowerPoint, and Teams.

Compensation and Benefits

The BikeArlington Program Manager position is full time, forty hours per week and reports to the Director of Active Transportation Programs. This position qualifies for a hybrid work schedule of in-office and telework days during the work week. Competitive salary between \$55,000-\$58,000 per year based on experience. Employees are provided the following benefits: hybrid work model, health care benefits that include dental and vision, paid time off, twelve paid holidays, compressed work



schedule, bereavement leave, paid bikeshare membership, transit and bike commute benefits and company sponsored 401k.

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.

Submission Details

Interested candidates must submit a cover letter and resume to Mary Dallao mary.dallao@walkarlington.com (note that the domain is WALKarlington.com). Submissions without a cover letter will not be reviewed. Please write Program Manager, BikeArlington in the subject line. Local candidates preferred. No relocation provided.

About the Destination Sales & Marketing Group

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 guests programs and amenities that support travel choice. DS&MG has led the way in the Transportation Demand Management (TDM) industry since 1998 and has a solid reputation as a firm that creates innovative programming with measurable results.