

Marketing Manager– Destination Sales & Marketing Group

Are you looking for work-life balance and autonomy in your career? 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 Marketing Manager who is passionate about making a difference in the region's transportation challenges.

The Marketing Manager will be working on programs focusing on business-to-business and business to consumer mobility choice initiatives. This position is responsible for the day-to-day operations and success of the transportation options marketing programs including managing a small marketing team, strategic marketing plans and budgets, working with vendors and producing branded materials and executing marketing campaigns across channels and social media platforms.

The Marketing Manager will spend 40% of their time creating marketing strategies for programs and grants and helping to set the best marketing practices. 40% of the Manager's time will be spent collaborating with the outreach and marketing teams to create innovative marketing materials that drive program implementation. 20% of the Manager's time will be spent managing staff, analyzing, tracking, maintaining, and reporting data associated with marketing goals at various levels (internal, county, regional and state).

A strong candidate will have initiative and desire to share best practices and trends and work in a collaborative team environment while achieving individual and company goals. Must be comfortable taking ownership of a project, leading from concept to final product, managing a team, and interacting with senior staff and stakeholders.

Primary Duties and Responsibilities

- Leads the marketing project/process management, prioritizing and managing internal projects for on-time delivery
- Execute and lead a cohesive digital marketing plan to align with the overall marketing strategy and business goals
- Maintain and update processes on digital marketing tactics including email marketing and social media
- Oversee the design and maintenance of the company websites
- Strategizes with the DS&MG Outreach Team as well as program manager(s) to implement new and ongoing campaigns to meet organizational objectives and goals
- Creates strategy concepts and builds work plans for the team at individual program level as well as overall organizational level
- Fosters development of an employee-oriented corporate culture that emphasizes quality, timeliness, professional development, employee retention, and above average performance
- Analyzes Google Analytics, certifications beneficial, for future marketing efforts and reporting requirements
- Maintain and update the digital marketing campaign calendar and ensuring timely and relevant content publication of content
- Prepare monthly and quarterly reports to share with internal and external stakeholders
- Shares responsibility with program staff to copyedit materials using Chicago Manual of Style

Required Skills and Experience

- Possess and demonstrate 4 years of progressively responsible experience in the discipline, making contributions to, organizing, and/or managing a marketing program based on client deliverables
- Proven success managing a marketing team for at least one year
- Experience generating and executing marketing campaigns across social media platforms
- Experience creating, implementing, and measuring integrated digital marketing campaigns
- Practical knowledge and development of current marketing strategies, and ability to implement strategic marketing plans and budgets
- In depth understanding of inbound marketing techniques, inbound certification beneficial
- Full understanding and can demonstrate knowledge of working with HubSpot or similar CRM marketing platforms, Canva, Adobe Photoshop, Illustrator, InDesign, Asana (or similar software), WordPress, basic HTML
- Experience working with designers, printers, photographers, videographers and others to produce materials within brand guidelines
- Demonstrated excellent communication and creative thinking skills
- Interest in transportation policy or issues
- Ability to manage and prioritize multiple projects simultaneously in a fast-paced social environment utilizing a project management tool currently in place
- Bachelor's degree in Marketing, Advertising, or a related field, or equivalent number of years of experience
- Emotionally intelligence applicable to a professional setting

This is a hybrid position with required Tuesdays and Wednesdays in the office at:
1501 Wilson Blvd, Arlington VA 22209

Local candidates preferred. No relocation provided.

DS&MG provides people-first benefits. 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 commute benefits and company sponsored 401k.

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

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 has a solid reputation as a firm that creates innovative programming with measurable results.