



# DS&MG

The Destination Sales and Marketing Group, Ltd.

## **Active Transportation**

### **Program Manager – BikeArlington**

Come join our award-winning team in Arlington, VA and be part of a passionate 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**

Our mission is to get more people biking and walking, more of the time, in Arlington. Be part of a passionate Active Transportation team that emphasizes collaboration and communication. The BikeArlington Program Manager will focus on mobility choice initiatives for Arlington County residents that result in getting more people choosing to bike for transportation and recreation more often. The Program Manager will work with residents, businesses, commuters, visitors, and County departments to offer programs that promote active transportation choices. This position entails educating and encouraging residents to consider and use active transportation options such as biking, walking and rolling as well as understanding the integral role active transportation plays for people to also utilize other modes such as busing and Metro.

The Program Manager will spend approximately 30% of their time educating people about biking and developing resources and content for education and information dissemination. Approximately 50% of time will be spent working strategically with other programs and teams on integrated marketing materials, campaigns, pilot projects that drive behavior change, and event management. Approximately 10% of time will be spent on community engagement and direct service. 10% of time will be spent analyzing, tracking, maintaining, and reporting on program data to the Active Transportation Program Director.

### **Responsibilities**

- Plan, manage, and implement BikeArlington initiatives, events, programs, and outreach in coordination with the Active Transportation and Marketing Team to meet organization objectives and goals.
- Educate and train residents, commuters, and visitors about active transportation services and amenities.
- Create and staff classes and workshops to teach adults how to ride and learn new bike skills.
- Oversee, manage, and staff Arlington County's Bike to Work Day with the Active Transportation and Marketing Team including: logistics, vendors, event budget, registration, content creation for marketing materials.
- Manage the Washington Area Bike Forum.
- Collaborate with marketing on Bike Arlington's social media (Facebook, Twitter, and Instagram).

- Partner with Arlington Transportation Partners on outreach to businesses for biking, including the Bicycle Friendly Business Program, presentations, demonstrations, and/or social rides.
- Manage and respond to inquiries regarding a variety of bike-related topics.
- Connect staff, contractors, residents, guests, and community partners with resources and each other.
- Keep track of your results and activities via digital tools such as Asana and Excel. Keep current with developments in the industry by participating in local trainings and webinars.
- Partner with other organizations, Arlington stakeholders, community groups, and others within the region to promote active transportation options.

### **Required Skills & Experience**

- Ability to work on site in Rosslyn (Arlington, VA), travel locally, and work some evenings and weekends.
- 2-4 years' experience in a related position, preferably in program management, project management or business development environment.
- Experience with bicycle riding and interest in promoting the benefits of active transportation options. Experience leading rides and being a certified League Cycling Instructor (or willing to become certified) is beneficial.
- Knowledge of, or practical experience in transportation policy or issues, best practices around encouraging bicycling, developing a 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 with demonstrated excellence in writing and creating content.
- Ability to take initiative and work collaboratively with a team.
- Ability to manage and prioritize multiple projects simultaneously in a fast-paced social environment.
- Ability to speak Spanish or Amharic is beneficial.

### **Submission Details**

Interested candidates must submit a cover letter and resume to Katy Lang [katy.lang@walkarlington.com](mailto:katy.lang@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.

### **Salary**

\$55,000 - 58,000

### **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.