

Company Description:

The marketing agency of record for [Capital Bikeshare](#) is the Destination Sales and Marketing Group, Ltd. (DS&MG), a business services company that operates and manages [Arlington Transportation Partners](#), [BikeArlington](#), [Mobility Lab](#), [WalkArlington](#) and [goDCgo](#) as part of a dynamic and innovative regional Transportation Demand Management (TDM) program for Arlington County Commuter Services (ACCS) and the District Department of Transportation (DDOT). **goDCgo** is DDOT's sustainable transportation program focused on reducing the drive-alone rate. We promote bicycling, walking, carpooling, vanpooling and using public transit. The goDCgo program also does the marketing and communications for [Capital Bikeshare](#) and [DC Circulator](#).

Position: Capital Bikeshare Regional Marketing Manager, goDCgo

Reporting to the goDCgo Program Director, the Capital Bikeshare Marketing Manager provides strategic direction for the overall brand positioning and marketing of Capital Bikeshare, the public bike sharing system owned by participating jurisdictions (Washington, DC, Arlington County, the City of Alexandria, Montgomery County, and Fairfax County) and operated by a private company in partnership with the transportation departments of these jurisdictions.

Role/Responsibilities:

- Manage client relationships with Capital Bikeshare program managers from various jurisdictions and serve as point of contact.
- Develop, edit and print all physical and digital assets and marketing collateral bearing the Capital Bikeshare logo.
- Maintain Capital Bikeshare's positive brand presence on social media channels (Twitter, Facebook, Instagram and YouTube). Ensure robust content stream from all channels.
- Write, edit and send monthly newsletter and member retention emails.
- Plan and execute Capital Bikeshare promotional events including member events and celebrations.
- Develop, implement and assess ROI of all marketing campaigns that raise the visibility of Capital Bikeshare among target audiences.
- Manage vendor relationships with printers and multiple outside designers to develop timelines and ensure client deliverables are on budget and on time.
- Manage photo/video shoots including coordinating with photographer, organizing a call for models, developing shot lists and scouting locations.
- Direct media inquiries to the appropriate jurisdiction and staff member and aggregate weekly Capital Bikeshare media clips.



The Destination Sales and Marketing Group, Ltd.

Qualifications:

Minimum 5–7 years of marketing experience, including brand marketing, digital and social media marketing.

- Demonstrated success in building and maintaining brand identity, awareness, loyalty and using marketing to support programmatic outcomes.
- Project management skills with the ability to manage expectations and a fast-paced work environment.
- Demonstrated experience with developing marketing plans with goals, objectives and campaign measurement.
- Excellent verbal and written communication skills, with copywriting abilities and knowledge of AP style.
- Advanced knowledge and demonstrated use of social platforms including Twitter, Facebook, Instagram and YouTube.
- Knowledge of email marketing services such as MailChimp.
- Knowledge of Content Management Systems to edit web content.
- Advanced knowledge of Microsoft Word and Excel required. Familiarity with the Google suite, databases and CRM systems a plus.
- Experience in the nonprofit and advocacy sectors and experience or interest in public transportation a plus.
- Bachelor's degree in communications, marketing, PR or related field required.

Compensation includes an excellent benefits package with medical, dental, vision, 401k; Capital Bikeshare membership and subsidized commuter transit benefit.

Interested applicants should submit a thoughtful cover letter and résumé to:
michelle.cragle@godcgo.com.