

**Company Description:**

The **Destination Sales and Marketing Group, Ltd.** (DS&MG) is 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 of Columbia Department of Transportation (DDOT). **goDCgo** is DDOT's sustainable transportation program focused on reducing the drive-alone rate by promoting bicycling, walking, carpooling, vanpooling and using public transit. The goDCgo program also does the marketing for [Capital Bikeshare](#) and [DC Circulator](#). goDCgo's business development team consults with employers, residential property managers, hoteliers and event planners to provide customized information on sustainable transportation options.

**Position: goDCgo Business Development Manager, Employer Services**

Reporting to the goDCgo Program Director, the goDCgo Business Development Manager, Employer Services, provides complimentary consultation to DC businesses starting or enhancing their commuter benefits programs. From transit benefits to secure bike parking, this position provides resources for employees to choose sustainable, affordable and healthy ways to get to work. The goDCgo Business Development Manager is responsible for converting leads to clients through sales initiatives that deliver results.

**Role/Responsibilities:**

- Identify and initiate new relationships with DC employers encouraging them to integrate commuter benefits into their existing benefits programs.
- Nurture and grow relationships with a current client base of DC employers.
- Maintain and nurture client accounts using a CRM while proactively seeking out prospects.
- Develop employee presentations, commuter services, training guides and organize workshops for clients.
- In collaboration with the goDCgo marketing team, develop sales and marketing collateral to support sales goals.
- Research and write quarterly goDCgo employer services case studies.
- Research and write monthly employer services newsletter distributed to clients.
- Plan and produce presentations for client-specific events, meetings, webinars, etc.



The Destination Sales and Marketing Group, Ltd.

- Experience exhibiting at and engaging with individuals at small business fairs and conferences.
- Prepare monthly sales reports and track daily, weekly, monthly and annual performance through our CRM system.
- Collaborate with stakeholder organizations and strategic partners to promote TDM in DC.

**Qualifications:**

Minimum 5-7 years of business-to-business sales/outreach experience in an office environment.

- Professional sales and client management experience with marketing knowledge.
- Exceptional customer service skills. Ability to communicate with clients, community leaders/partners with diplomacy and sensitivity.
- Initiative and desire to work in a team environment while also being self-motivated in achieving individual and company sales goals.
- Ability to communicate with clients and prospects via face-to-face meetings, phone calls and email.
- Dependability, with a strong sense of urgency and results-orientation is essential.
- Advanced knowledge of Microsoft Word and Excel required. Familiarity with other software, including HubSpot, databases and CRM systems, a plus.
- Ability to comfortably juggle competing priorities and manage multiple projects simultaneously.
- Excellent verbal and written communications capabilities; corporate and/or employee communications experience a plus.
- Strong presentation skills with the ability to influence senior-level executives in the private and public sectors.
- Experience in the nonprofit and advocacy sectors or interest in sustainability and Transportation Demand Management (TDM) and public transportation a plus.
- Bachelor's degree in related field.

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

**How to apply:**

Interested applicants should submit a thoughtful cover letter and résumé to:

[michelle.cragle@godcgo.com](mailto:michelle.cragle@godcgo.com).