

Business Development Coordinator

Full Time, Permanent

Town of Kentville is recruiting to fill the position of Business Development Coordinator to join our fast-paced and growing municipal government. This position offers a unique role of interacting daily with local businesses, provincial and federal business development agencies, elected officials, and community based economic development groups. The role requires someone with strong organizational skills and is adept at undertaking many tasks simultaneously under established deadlines. Reporting to the Community Economic Development Coordinator, the successful candidate will work closely with strategic files and projects and play an important role in supporting and marketing Kentville and its many business sectors, being a strong ambassador for business communications.

Specifically, this role provides business and economic development research and support, and reports to the Kentville Business Advisory Committee and Community Economic Development Coordinator and will be directly involved with the planning and promotion of business marketing and awareness campaigns and town sponsored events.

Kentville offers a comprehensive benefits package including competitive compensation, pension plan, health and benefit plan, and regular training opportunities. The salary range for this position starts at \$68,638.

If you possess a diploma or undergraduate degree in public administration, business administration, commerce, economic development, marketing, or a similar educational program, or a combination of these educational requirements or lived experiences that meet these requirements, along with at least three (3) years' experience working in municipal government, another government agency, or not-for-profit entity in a business development position working with local businesses, then you might be very interested in this position.

Our goal at Town of Kentville is to be a diverse workforce that is representative, at all job levels, of the citizens we serve. We welcome applications from Indigenous, African Nova Scotian and other racially visible people, persons with disabilities, and members of the 2SLGBTQIA+ community. If you are a member of one of the equity groups, you are encouraged to self-identify, on either your covering letter or resume. Contingent on meeting the minimum education or equivalent experience, your application will be a high priority during the screening process.

We thank you for your interest and please note that only candidates selected to move forward through the interview process will be contacted. Please send your cover letter and resume to jobs@kentville.ca or mail to Town of Kentville, 354 Main Street Kentville, Nova Scotia, B4N 1K6, "Business Development Coordinator Position". This competition will remain open until the position is filled.



Business Development Coordinator
FULL-TIME NON-UNION SALARY CLASSIFICATION: 10
Approved: April 1, 2026

General Position Functions

Business Development Coordinator shall be responsible to act as Kentville’s business development and retention specialist as it relates to all businesses and commercial operations within Town of Kentville. Seeking input from Kentville Business Advisory Committee, this position will provide regular communications out to businesses regarding programs, funding, and events, seek input on new regulations, programs, and infrastructure, and maintain the business components of Kentville websites and social media platforms with the goal of providing positive support to the economic growth and viability of Kentville for both local residents and visitors.

This job description is a general outline of duties and responsibilities and is not meant to limit the employee’s initiative to expand or increase their work output subject to approval by their supervisor.

Accountability

This position reports directly to the Community Economic Development Coordinator.

Specific Job Responsibilities

1. Research, collect, organize, and establish a formal system of baseline data collection and formatting related to the economic health of businesses in Kentville, with processes and controls for sharing this information to maximize usage and benefit current and potential future commercial operations.
2. Create and maintain a commercial space database for Kentville that reflects all currently occupied and unoccupied commercial spaces, along with zoning categorizations and allowable uses.
3. Create and maintain an up-to-date digital information sharing and consultation distribution list for all Kentville businesses and economic development organizations and government agencies, including civic and mailing addresses, phone numbers, business contacts, and nature of each business for ongoing use as a resource and development guide to determine areas of strength and areas for new growth.
4. Create and maintain an up-to-date list of businesses, housing developers, and development agencies regionally that have, or have expressed interest in, undertaking commercial business activities and developments within Kentville to share with potential new developers, and to consult with concerning future infrastructure upgrades and new installations.

5. Maintain Kentville's economic development dashboard ensuring the right data is highlighted and easily accessible to the public, current business owners, and potential new Kentville entrepreneurs.
6. Review, update, and enhance Kentville's community profile document which contains business and economic data, inclusive of data relevant to potential new businesses, existing businesses, and background and community information to attract new developers and residents.
7. Plan for, organize, and participate in local and regional trade shows, events, and conferences, along with other business events and functions to promote Kentville's business community and products and services for sale, including plans to promote local commercial operations to residents.
8. Creates and carries out a modest business retention and expansion (BRE) program and initiatives for Kentville businesses, including downtown and the Kentville Business Park, turning data into simple and easy to read formats to be used to advance future employee attractions and retention strategies, advocacy work, and red tape reductions.
9. Plans, organizes, and creates opportunities for Kentville businesses to network through hosting of meetings, information sessions, educational workshops, training, trade show participation, and other similar connector events.
10. Create and distribute a quarterly Kentville Business newsletter keeping Kentville businesses informed about town news pertinent to the business environment including new businesses, business anniversaries and special events, upcoming downtown events and promotional opportunities, etc.
11. Acts as the staff resource and liaison for Kentville Business Advisory Committee, attending meetings, carrying out research, preparing reports and minutes, facilitating presentations, providing Town updates, and reviewing opportunities to increase business revenues and sales, including innovative approaches in other growing communities.
12. Acts as first point of contact for all Kentville business questions, concerns, information sharing, requests for assistance and support, grant opportunities, accessibility needs, and ongoing and future infrastructure developments.
13. Assists with the planning and development of a community festival and events guidebook related to facilitating commercial business access and involvement to increase foot traffic of residents and visitors to stores to increase sales.
14. In conjunction with Kentville business operators, consider new businesses that would be complementary to existing businesses, determine where service and business gaps exist, and work with interested potential new businesses to determine their space,

location, workforce, and community requirements, along with determining potential site locations for each prospective new business.

15. Works with Community Economic Development Coordinator to maintain, publish, and promote a master list of Kentville businesses along with regular shop local campaigns, highlighting products and services available, promoting anniversaries and significant sales events, encouraging businesses to promote and update their own websites and social media platforms to ensure ease of access for residents and visitors.
16. Responsible for carrying out weekly updates to the business and commercial sections of Kentville's website, ensuring all downtown and business park business events, meetings, workshops, and activities, are posted and highlighted, coordinating with other departments on cross-departmental issues.
17. Facilitates meetings and discussions with local businesses or business sectors related to proposed changes or plan reviews of Kentville's Municipal Planning Strategy and Land Use Bylaw for commercial zone changes that may impact them, which may include focus group meetings, one on one conversations with large industries, creation of summary informational material, or hosting general business meetings.
18. Acts as Kentville's main point of contact and liaison with Valley Regional Enterprise Network (REN), Atlantic Canada Opportunities Agency (ACOA), Nova Scotia Business Inc., Community Business Development Corporation (CBDC) and similar government and non-profit agencies, promoting Kentville's interest as a strategic location for new businesses to locate, sharing available space, and community member skills sets.
19. Facilitates the promotion of Kentville businesses through the development of business marketing tools, catalogues, magazines, booklets, on-line advertisements, and similar promotional tools as requested by Community Economic Development Coordinator and within approved budget limitations.
20. Prepares reports and presentations for Community Economic Development Coordinator on various business topics and issues during the year related to commercial and business marketing and business engagement information gathering as requested.
21. Participates as a member of the Planning and Development Team, attending meetings to provide department updates and feedback on inter-departmental issues, coordinates projects and initiatives and provides support to internal Town operational and administrative functions.
22. Other duties and responsibilities as may be assigned from time to time by the Community Economic Development Coordinator.

Qualifications and Expectations

Candidates for this position must possess as a minimum, an undergraduate degree in business administration, marketing, commerce, economics, or a similar educational program, or a combination of these educational requirements and lived experiences that meet requirements.

Additionally, the candidate must have a minimum of three (3) years experience working in the business or economic development, marketing, or community development field, with preference given to those whose experience is directly or indirectly working with businesses through a government organization, or a combination of formal experience and lived experiences.

Due to the nature of this position, the employee must have exceptional reading and writing skills, have a positive past working relationship with businesses, business groups, and municipal governments, be able to develop positive relationships with Kentville's business community members, have experience planning and hosting events, be fluent with Microsoft Office, and comfortable working in a fast-paced work environment with high media attention. This position will occasionally require work outside of normal office hours including evenings and weekends.