



Promotions & Communications Coordinator Position Description

Part-Time, Contract | Start Date: May 1, 2025 | Based in Kentville

Are you a creative, community-minded communicator who loves supporting local businesses? The Kentville Business Community (KBC) is looking for a Promotions & Communications Coordinator to help us showcase the heart of downtown Kentville—its businesses, events, and the people who make it thrive.

This is a permanent, part-time contract role (15 hours/week) starting May 1, 2025, with the opportunity to renew each year.

About the Role

As the Promotions & Communications Coordinator, you'll work closely with KBC's Executive Director and Promotions Committee to plan and execute initiatives that increase visibility for downtown businesses and events. You'll manage our social media accounts, coordinate promotional campaigns, visit businesses to capture content, and help keep our downtown vibrant and welcoming.

What You'll Do

- Manage KBC's Facebook and Instagram accounts, aligned with our content calendar and strategy
 - Meet with business owners to take photos, gather stories, and build promotional content
 - Attend Promotions Committee meetings and collaborate on campaigns and projects
 - Assist in promoting seasonal events and initiatives like Holly Days and Mural Fest
 - Support the Executive Director with community outreach and communications
 - Attend KBC events to document and share live coverage
 - Provide a monthly update for the KBC board
 - Other marketing, promotions, and admin support as needed
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What We're Looking For

- A self-starter who works well independently and meets deadlines with ease
- Comfortable talking to business owners, making appointments, and taking photos
- Strong social media skills, particularly on Instagram and Facebook



Kentville Business COMMUNITY

- Excellent communication and writing skills
 - Creative thinker with an eye for visuals and storytelling
 - Bonus if you live in Kentville—preference will be given to applicants who do
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Compensation & Contract Details

- \$25.00 per hour
 - 15 hours per week (some flexibility required; occasional evenings/weekends) Any overtime accrued will be reimbursed with time off.
 - Contract not to exceed \$18,000 + HST annually
 - Renewable yearly, based on mutual agreement and funding
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How to Apply

To apply, please email your application to info@kentvillebusiness.ca with the subject line:
Promotions & Communications Coordinator Application

In your email, please include the following:

1. Your **full name, email, phone number**, and let us know whether you **live in Kentville** (or the surrounding area)
2. **A short letter or video (max 5 minutes)** telling us why you think you'd be a great fit for this role
– If you're sending a video, feel free to include a YouTube, Google Drive, or Dropbox link
3. **A sample social media post** that you're proud of
– This can be a screenshot, a link to a real post, or something you create specifically for KBC
4. **A brief written explanation** of why you chose this post and how your style would translate to KBC's social media

Deadline to apply: Tuesday, April 22, 2025

Interviews: April 23–25

Decision made by: April 28

Start Date: May 1, 2025



About the Kentville Business Community

The Kentville Business Community (KBC) is a non-profit Business Improvement District working to make downtown Kentville a vibrant place to work, shop, and connect. We support over 100 local businesses through advocacy, events, marketing, and beautification projects. Our mission is to support, promote and enhance downtown Kentville and bring value to our business community.

[View a copy of our Draft 2025-2028 Strategic Plan here.](#)