



Senior Business Development

Representative #02961

City of Virginia Beach – Job Description

Date of Last Revision: November 10, 2025

FLSA Status: Non-Exempt

Pay Plan: General

Grade: Y23

City of Virginia Beach Organizational Mission and Values

The City of Virginia Beach exists to enhance the economic, educational, social, and physical quality of the community and provide sustainable municipal services which are valued by its citizens.

The City of Virginia Beach organization is based upon a belief in the democratic process of government. This belief provides meaningful ways for citizens, reflecting the diversity of our City, to contribute to the development of public policy. This process is enhanced by organizational values which guide member performance within the Virginia Beach Quality Service System. These values define our desired organizational culture. We value quality customer service; teamwork; leadership and learning; integrity; commitment; and inclusion and diversity.

Class Summary

Lead and manage the continuous work of Economic Development in partnership with Departmental leadership and other key Economic Development staff. Represent the City on technical issues associated with small business, financing—including raised capital, and entrepreneurship. Work with other City departments and entities to enhance the small business and startup community of Virginia Beach. Coordinate other City departments as needed. Act as a resource for small business and startups. Build institutional relationships with private and public educational institutes. Represent the Director and Deputy Director when necessary.

Representative Work Functions and Responsibilities

- Lead economic development projects initiated by City Council and Virginia Beach Development Authority through various stages of development.
- Develop new goals and objectives to encourage capital growth and job creation in the City.
- Design and implement business plans and strategies to achieve the desired outcomes of the City's Economic Development Strategy of diversifying and expanding the local economy, target new businesses to make capital investments, and encourage existing businesses to stay, prosper and expand, creating quality jobs, higher wages, low tax rates & quality life in Virginia Beach.
- Create and nurture effective relationships and partnerships with stakeholders of the City's Economic Development (ED) Strategy to achieve the desired outcomes, including: the Director, Coordinators and other members of the Department of Economic Development (DED), members of the Virginia Beach Economic Development Authority (VBDA), directors and members of other City departments, Virginia Economic Development Partnership (VEDP), Virginia Business Assistance, Hampton Roads Economic Development Alliance (HREDA), architects, engineers, contractors, attorneys, consultants, community groups, and other City, regional, and state stakeholders.
- Work closely in teamwork with the Director, Deputy Director, consultants and other stakeholders to ensure adequate and suitable resources are obtained to complete projects.
- Manage staff, contracted vendors and team members to achieve Departmental goals.
- Organize and coordinate operations in ways that ensure maximum productivity by providing members of the Economic Development Process the knowledge, methods, tools, resources and personal support to be successful in performing their assigned roles and meeting their responsibilities.
- Participate with the Director and Deputy Director in establishing strategic business targets for startups and small business.
- Engage proactively with new and existing small businesses, startups, educators, trainers, and other technical assistance providers and organizations. Facilitate partnerships and organize collaborative forums, events, and roundtables that connect entrepreneurs and ecosystem stakeholders to resources, capital, and training opportunities.
- Lead outreach to high-potential and targeted prospective businesses, promoting Virginia Beach as a dynamic hub for innovation, small business growth, and investment. Support existing small business and startups in retaining operations, expanding services and creating quality jobs. Assist businesses in navigating City services and processes to ensure timely, high-quality location or expansion decisions.

- Lead marketing efforts to drive awareness of the small business and startup ecosystem in Virginia Beach and the region. Develop and execute strategic marketing on all platforms—web, social media, and public relations. Execute digital and print content consistently.
- Conduct market research. Analyze internal and external business data and prepare strategic reports that inform policy, programming and decision making of Departmental and City leadership.
- Represent the Department at City Council, Planning Commission, VBDA, regional business groups, civic organizations, community groups, events and conferences to communicate Virginia Beach’s business advantages and ongoing small business and startup support initiatives.
- Perform other job duties requiring skills, knowledge and physical requirements as demanded by those duties described or less. Individual assignments will be determined by the supervisor based on then current workloads and department needs.

Preferred Qualifications

- Master’s degree in public administration, marketing or related field with six (6) or more years of experience.

Minimum Qualifications

- Bachelor’s degree in public administration, marketing, or related and six (6) years of experience utilizing the knowledge, skills, and abilities associated with such positions as business development representative OR and equivalent combination of education (above high school level) and/or experience equivalent to ten (10) years in fields such as economic or community development, real estate and advertising, business administration, marketing, management, public administration, or planning which provide the required knowledge, skills, and abilities associated with this position.
- Must have a current and valid driver’s license.

Special Requirements

- All employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies.

Knowledge, Skills, Abilities Required to Perform Satisfactorily

A. Knowledge

1. Knowledge of the principles and practices of economic development, including the techniques of business and statistical analysis as applied to ecosystem-based approaches to small business growth, entrepreneurship, innovation, and workforce alignment.
2. Knowledge of the principles and practices of modern public administration, leadership and management.
3. Knowledge of the City's economic development techniques, methods, and procedures.
4. Knowledge of marketing and promotional techniques, branding digital marketing, and community engagement techniques.
5. Knowledge of the administration and function of a municipal organization and its relationship to other governmental agencies on local, regional, state, national and international level.
6. Knowledge of the City's mission, organizational values, and strategies.
7. Knowledge of City's quality government organization (The Virginia Beach Quality Service System), policies and procedures.
8. Knowledge of regional, State, and Federal governmental agencies as they relate to economic development.
9. Knowledge of the terminology and practices of specialized fields including small business financing, technical assistance, accelerators/incubators, and digital platforms supporting entrepreneurship.
10. Knowledge of developing and analyzing financial proposals, financial tools and incentives, including grants, business financing, and capital access strategies.

B. Skills

1. Skill in establishing and maintaining effective relationships and partnerships with public and private stakeholders in the process of economic development, including the press.
2. Skill in program development, negotiating and making deals.
3. Skill in preparing and presenting complex plans and reports.
4. Skill in communicating and presenting ideas and information concisely and effectively, both orally and in writing.
5. Skill in sales, advertising, marketing and promotional techniques.
6. Skill in leading people and managing work and resources.
7. Skill with the MS Office Suite of applications and relational databases.

8. Skill in managing staff, contracted vendors, and temporary team members to achieve departmental goals.
9. Skills in using productivity tools including Microsoft Office Suite, CRM platforms (e.g., Salesforce), and data visualization tools.

C. Abilities

1. Ability to assume responsibility with minimum direction, produce effectively under pressure, work independently, establish priorities and maintain confidentiality.
2. Ability to lead and motivate members of the HIVE team and other members across City-wide Departments
3. Ability to create partnerships to achieve desired outcomes.
4. Ability to plan and manage the work of others and coordinate interrelated departmental and cross-functional activities.
5. Ability to analyze complex problems, develop creative and innovative solutions and to recommend effective courses of action.
6. Ability to plan and develop economic development projects and processes.
7. Ability to develop and manage measures and indicators of project, process, organizational and individual performance and to take/recommend effective action based upon continuous learning.
8. Ability to plan and implement and evaluate a variety of tasks and processes associated with Economic Development projects.
9. Ability to facilitate strategic planning, implementation, and assessment of entrepreneurial programming and innovation initiatives.
10. Ability to negotiate complex and sensitive projects involving major business prospects.
11. Ability to advise the Director and Deputy Director and participate in making decisions as a member of the department management team.
12. Ability to travel to various department events and conferences

Working Conditions

Working conditions are intended to provide a general overview of the environmental conditions inherent in the job setting, as well as the physical, mental, and sensory requirements necessary to perform the essential functions of positions in the noted job title. A more detailed description will be made available at the position (PCN) level both internally and externally with all posted open positions.

NOTE: Per HR Policy 6.19, Americans with Disabilities, the City follows the requirements of the Americans with Disabilities Act (ADA) in all hiring and employment decisions. The City shall not discriminate on the basis of disability in its hiring and employment practices. The City shall make reasonable accommodations for the known physical or mental limitations of a qualified applicant or employee with a disability upon request unless the accommodation would cause an undue hardship on the operation of the City's business.

DISCLAIMER:

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his or her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.