President & CEO
Downtown Norfolk Council

Lead the Future of Downtown Norfolk

The **Downtown Norfolk Council (DNC)** is seeking an inspiring, visionary CEO to lead the organization and the Downtown Improvement District at a pivotal moment of opportunity and transformation.

This is more than a leadership role—it's an opportunity to **shape the future of Downtown Norfolk**.

The next CEO will champion a bold, actionable vision for downtown's continued growth and vitality, strengthening DNC's role as a catalyst for **economic development, investment, innovation, and place-making**. The CEO will bring public- and private-sector leaders together around shared priorities and turn big ideas into measurable results.

Success will depend on the ability to **build trust, forge consensus, and mobilize action** among ratepayers, City leaders, businesses, property owners, residents, developers, institutions, and civic partners.

At the heart of the role will be creating new opportunities for **economic resilience and growth**—from attracting and supporting small businesses to expanding retail, encouraging investment, activating public spaces, and strengthening Downtown Norfolk as a vibrant destination to live, work, visit, and invest.

The CEO will lead across five critical areas:

- **Strategic Vision** — Define and advance an ambitious, compelling vision for Downtown Norfolk's future.
- **Organizational Leadership** — Inspire a high-performing organization and translate strategy into action and results.
- **Relationships & Partnerships** — Build powerful relationships and unite diverse stakeholders around common goals.
- **Urban Advocacy & Place Activation** — Champion downtown, drive investment, and create an energetic, welcoming urban environment.
- **Fundraising** — Expand resources and cultivate the partnerships and investment necessary to bring DNC's vision to life.

This is a chance to make a lasting impact on one of the region's most important economic and civic assets—and to help define what Downtown Norfolk can become next. Base salary range: $225,000 to $260,000.
Performance bonus: Annual Performance Incentives.

More information and application procedures at: https://ctycms.com/va-norfolk/docs/hrs-norfolk-dnc-opp-profile-final.pdf