



City of

Norfolk

N E B R A S K A

SEARCH FOR: ECONOMIC DEVELOPMENT DIRECTOR



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ABOUT THE CITY



Small town feel. Big city style. Norfolk is a vibrant regional hub nestled in the Elkhorn River Valley of northeast Nebraska — and locals still proudly pronounce it "Nor-fork."

Located in Madison County, 112 miles northwest of Omaha and 121 miles north of Lincoln, Norfolk sits at the intersection of U.S. Highways 81 and 275. The city serves as the economic center for a six-county region, with manufacturing, farming, education, retail, and wholesale trade as its economic backbone. Manufacturing alone employs over 4,000 people, and Norfolk is the major retail trade center for all of northeast Nebraska.

Founded in 1881, Norfolk has grown into a community of nearly 26,000 people with a strong civic identity, a vibrant downtown, and the amenities of a much larger city. Whether it's local theater, live music, a craft brewery, or community events, Norfolk delivers more than most cities of its size.

In 1881, the Village of Norfolk was organized. The settlers proclaimed "North Fork" to be their permanent post office address, named after the river, but suggested "Norfork" as the simplest compounding of "North Fork." Postal authorities, thinking the word had been misspelled, changed the spelling to "Norfolk."



ABOUT THE CITY



FROM OMAHA

112 miles northwest

FROM LINCOLN

121 miles north

FROM SIOUX CITY

75 miles southwest

COUNTY

Madison County,
NE



THE ORGANIZATION



The City of Norfolk, Nebraska, operates with a highly collaborative and mission-driven approach to economic development, positioning the organization as a proactive leader in regional growth and community advancement. Under the direction of the City Administrator, the economic development function is deeply integrated across departments and aligned with long-term strategic priorities. The organization emphasizes data-informed decision-making, cross-sector partnerships, and accountability, ensuring that initiatives are both responsive to current business needs and aligned with future opportunities. Staff are empowered to lead complex projects, engage directly with employers and stakeholders, and represent the community at local, state, and national levels.

The organization's culture is hands-on and externally focused, with a strong emphasis on relationship-building, program development, and measurable outcomes. Economic development efforts are not siloed—they involve coordination with public agencies, private industry, and community organizations to drive business recruitment, retention, and expansion. Leadership prioritizes innovation and continuous improvement, encouraging staff to stay current on trends, pursue professional development, and identify creative solutions to challenges such as workforce development and economic diversification. This structure creates an environment where professionals can take ownership of impactful initiatives while contributing to a cohesive, forward-thinking municipal team.



THE SCHOOLS



The City of Norfolk offers a strong and community-centered education system led by **Norfolk Public Schools**, a fully accredited district serving more than 4,000 students from early childhood through high school. With multiple elementary schools, a middle school, junior high, and a comprehensive high school, the district provides a seamless, high-quality educational experience supported by favorable class sizes and a focus on student achievement.

The district emphasizes college and career readiness through diverse academic programs, extracurricular activities, and career-focused opportunities, while also integrating technology and expanded learning options. In addition to its public schools, Norfolk offers respected private education options such as **Sacred Heart Elementary School**, known for its faith-based curriculum and strong academic foundation. The city is also home to higher education institutions like **Northeast Community College**, giving residents access to lifelong learning and workforce development opportunities in a well-rounded educational environment.



THE POSITION



The Economic Development Director for the City of Norfolk, Nebraska, serves as a strategic leader responsible for advancing the community's economic growth and vitality. Reporting to the City Administrator, this role oversees the planning, development, and execution of programs that support business attraction, retention, and expansion. The Director works closely with local employers, regional partners, and public agencies to identify opportunities, address challenges, and position Norfolk as a competitive location for investment. This includes leading business recruitment efforts, coordinating site visits, and representing the community in economic development initiatives at the state and national levels.

This position blends high-level strategy with hands-on execution, requiring strong leadership, relationship management, and analytical skills. The Director is responsible for developing long-range plans, managing budgets and resources, pursuing grants and funding opportunities, and ensuring compliance with relevant regulations. A key focus of the role is supporting existing businesses while fostering entrepreneurship and workforce development initiatives to strengthen the local economy. It's an opportunity for a dynamic professional to make a visible, lasting impact by shaping the economic future of a growing regional hub.



DUTIES & RESPONSIBILITIES



The following duties are illustrative of the responsibilities associated with this position and are not intended to be all-inclusive:

- Provide leadership and direction in the development of short and long-range plans regarding economic development.
- Gather, interpret, and prepare data for studies, reports, and recommendations.
- Coordinate economic development activities with other departments and agencies as needed.
- Manage and supervise economic development activities and programs to achieve goals within available resources.
- Plan and organize workloads of economic development employees; review progress and direct changes as needed.
- Create and oversee programs to encourage the expansion of employment within the Norfolk area.
- Travel as a representative of the Norfolk area to meet with prospective employers, attend economic development-related meetings, and make appropriate contacts pertaining to economic development within the community.
- Actively recruit established employers to relocate to the Norfolk area.
- Coordinate prospective business recruiting efforts and site visits.
- Perform a comprehensive study of local businesses and their potential for growth, while offering potential direction for assistance.
- Assess needs of current employers within the Norfolk area; prioritize the needs as to the best investment of resources and make recommendations on how to help grow and retain current employers within the community.

DUTIES & RESPONSIBILITIES



- *Lead and/or participate in activities and programs to increase the number of qualified applicants for job openings within the region.*
- *Lead and/or participate in activities and programs to promote entrepreneurship.*
- *Provide staff support to various boards and commissions, as needed and assigned.*
- *Monitor legislation affecting economic development operations and take appropriate action as needed.*
- *Serve, when needed, as a leader and/or member of a task force or committee composed of city, county, state, or private groups.*
- *Maintain a positive working relationship with other organizations involved with economic development.*
- *Make presentations to city councils, county boards, commissions, civic groups, and the general public.*
- *See grants or other funding applicable to economic development and community revitalization.*
- *Administer and manage appropriate records for grants and other funding used for economic development and community revitalization.*
- *Work with area businesses to identify trends and address issues at a macro level, such as workforce, childcare, and housing shortages.*
- *Research resources/incentives to assist or address business growth challenges.*

DUTIES & RESPONSIBILITIES



- *Attend professional development workshops and conferences to keep abreast of trends and developments in the field of economic development.*
- *Prepare a variety of studies, reports, and related information for decision-making purposes.*
- *Negotiate, coordinate, and manage professional service contracts.*
- *Ensure economic development efforts comply with all laws and ordinances.*
- *Prepare and administer an annual operating budget; ensure assigned areas of responsibility are performed within budget.*
- *Monitor revenues and expenditures in the assigned area to ensure sound fiscal control.*
- *Prepare annual budget requests and assure effective and efficient use of budgeted funds, personnel, materials, facilities, and time.*
- *Maintain accurate and complete records of economic development activities, programs, and projects.*
- *Receive input and suggestions from advisory groups approved by the City Council and/or City Administrator, and County Commissioners.*
- *Other duties as assigned.*

EDUCATION & QUALIFICATIONS



- Minimum of five (5) years of experience in economic development; Bachelor's degree from an accredited college or university with a degree in business, planning, economics, public administration, or related field supplemented by training in economic development; or an equivalent combination of education and experience.
- Recent training, such as academic courses and certification programs that are relevant to economic development, is desirable. Experience recruiting and working with employers in the areas of manufacturing, renewable energy, technology, and/or agriculture. Experience in the expansion of local businesses is desirable.
- Must have or the ability to have thorough knowledge of economic development laws and redevelopment plans, including their formation, process of adoption, and enforcement.
- Extensive knowledge of economic development programs and processes.
- Working knowledge of personal computers and a variety of electronic equipment.
- Considerable knowledge of HUD Community Development Block Grant and other economic development programs.
- The ability to build collaborative partnerships and to create and maintain positive relationships with individual persons, entities, and groups.
- Grant writing experience and grant administration.
- Ability to prepare and analyze comprehensive reports.
- Ability to carry out assigned projects to their completion.
- Ability to communicate effectively verbally and in writing.

COMPENSATION & BENEFITS



The salary for this position is **\$8,337 – \$11,375 per month.**

Compensation is negotiable based on education and experience.

The City of Norfolk provides a competitive benefits package, including:

- Comprehensive health, dental, and vision coverage
- Competitive retirement plan with City matching contributions up to 7% of 401(k)
- Generous paid leave package, including vacation, sick time, two personal days, and 10 observed holidays

Full benefit details available upon request.

HOW TO APPLY

**SUBMIT YOUR RESUME ELECTRONICALLY
POSITION OPEN UNTIL FILLED**

TO APPLY, VISIT:

**jobs.thenextmovegroup.com/NorfolkEconomicDevDir
or email ali@nextmovegroup.com**



GET IN TOUCH

**If you have questions, please reach out to
Ali Marie Watson at ali@thenextmovegroup.com**