

— **Head of Government Relations, Belgium**  
McDonald's



**Dober Partners**  
Executive Search  
& Consultancy

- .....
- 03** About McDonald's
  - 05** What You'll Do
  - 06** Recruitment Process
- .....



# About McDonald's

McDonald's is the largest restaurant chain in the world and also the most people-oriented enterprise around the globe. We are constantly looking for ways to reinvent ourselves in order to serve our customers better, every single day. With over 38.000 restaurants in more than 100 countries, McDonald's is the largest restaurant chain in the world.

The recipe for success is a combination of a strong brand with a lot of freedom for local markets. Rooted in Belgian society for 45 years, we feel particularly committed to our environment and partners. There are currently 106 McDonald's restaurants in Belgium, run by 23 independent entrepreneurs. Because our business is growing and fast-paced, we are looking for talented people to reinforce our head offices that provide support to all restaurants.





## About the job

Reporting into the Corporate Relations Manager, your key responsibilities as Head of Government Relations are:

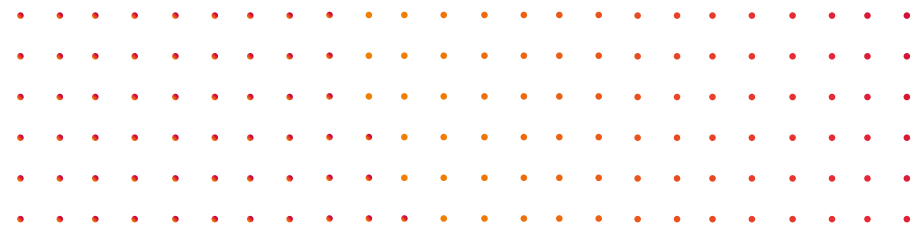
- Managing the external reputation of the brand. Your role is to protect & increase the brand reputation towards all relevant external stakeholders. In this role you will work in close collaboration with the Internal Corporate Communication consultant to ensure full alignment throughout the communication process,
- Ensuring well managed public affairs & government relations including monitoring policy initiatives, drafting strategy & position papers, working closely with trade associations,...
- Developing corporate narrative & manage corporate relations (Q&A, press statements, press releases,...) for all brand areas,
- Ensuring crisis are well managed through planned communication as a spokesperson. On top you manage the PR and PA aspect of a potential crisis,
- Collaborating closely with colleagues from other departments within the Belgian Market such as marketing, consumer/business insights, people, operations,...

## Opportunities for growth

Thanks to your contribution you create new opportunities for the brand, but also for yourself. With the right attitude and ambition, you will have the opportunity to grow within the team or within other teams. Do you have ambition for an international job?

Within the global structure of McDonald's, the communications team is part of Global Corporate Relations.

You are part of the communications team consisting of 2 colleagues and you will report to the Corporate Relations Manager.





## About you now

To be able to thrive in this role, we believe you need to possess the following knowledge, skills and abilities:

- at least a Bachelor's Degree in a pertinent field of study
- Minimum 5 to 10 years of relevant experience ideally in a multinational brand (preferably in retail / FMCG) or a Public Affairs agency or a Trade Association
- a professional background in government relations & public affairs
- excellent communication skills, both oral and written
- relevant experience as spokesperson

- the art of being a wizard in full project management (rigor, efficient retro planning, tasks prioritizing, time management, organizational skills), project ownership and leadership: autonomous, independent, result and solution oriented
- fluency in French & Dutch (native in one or both) & solid knowledge of English
- a successful contributor to cross-functional teams, with a flexible approach and problem solving skills
- a positive, proactive and creative and growth mindset
- an unstoppable motivation and dedication to the brand and our partners.

## What we have to offer you

- Becoming part of an energizing team of the McDonald's Family;
- Working for an innovative and people-oriented Belgian SME, backed by a strong and leading multinational;
- The freedom to organize your work around your private life;
- 32 days of vacation
- A salary package including extralegal advantages like an (electric) company car and best in class group insurance;
- Annual performance-based bonus;
- 30% discount on all McDonald's products just for you;
- A smile on your face every single working day.

# Recruitment Process



The specialist Executive Search firm, Dober Partners has been retained to draw up a shortlist of prospective candidates against the criteria set out in this document, and using their discretion and expertise to help recruit a new Head of Government Relations, together with the HR team and Corporate Relations leadership of McDonald's in Belgium.

**To apply please send your CV to:**

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