

— **Advocacy & Communications**
Manager McDonald's



Dober Partners
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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 119 McDonald's restaurants in Belgium, run by 24 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.



Role and responsibilities

McDonald's is a business based in local communities, our presence and involvement in local areas is in our DNA and a key to our success. The business is in a period of growth and expansion, both Belgium and the Netherlands are key to this success of this growth.

We are looking for an experienced communications expert with strong public affairs capabilities to help the business deliver on its restaurant development plan. This is a new role which has been designed to reflect the importance the business attaches to local community and stakeholder relations.

Eliminating misperceptions on a local level - in line with the national and global strategy to open more restaurants - is central to this role. In this role, you will understand the current locally relevant and long-term themes for McDonald's that local and national stakeholders are working on and actively seek dialogue on these. The goal is to reduce the lead time to open a restaurant and create a structural dialogue - positioning the Franchisee as the local point of contact where appropriate.

- **Act** as the first point of contact for day-to-day local stakeholder engagement with a particular focus on: Property and Acquisitions, Development, and Environment
- **Analyze** local stakeholder analysis/ mapping: together with the agency, you will analyze the relevant stakeholders (political/ administrative, industry organization) re each development location and act accordingly. You will brief the franchisee and the Development team on these issues and develop the narratives.
- Lead the NSO Taskforce in the Belgian market in close collaboration with the Real Estate team and the GR agency with the objective to develop local PR&GR strategies to support planning applications and new store openings from an Impact perspective.

- **Lead** tracking of locally devolved policies and working with the Government Relations Manager to protect our business and support our strategy and licence to operate, ensure that national planning strategies and policies are understood and managed
- **Build and maintain relationships** with local government officials, stakeholders, NGOs, and other relevant parties to facilitate new restaurant development in challenging markets
- **Point of contact for local media:** Around the permit application, you will also be the second point of contact for local media in the Dutch market.
- **Support** the national public affairs and stakeholder plan with regional engagement – both directly as a representative of the business and supporting franchisees with engagement as spokespeople including at local planning/ townhall meetings
- **Engage** on local issues to ensure the business is front footed in our approach in engaging key local stakeholders – including local community groups, MPs, councillors
- **Amplify** local impact and community work, highlighting the jobs and opportunities we bring to the area
- **Develop** third-party partnerships to help tell our story and build brand reputation
- **Explore** creative ways to engage local communities and identify the right people within those localities
- **Monitor and report on engagement activities**, providing insights and recommendations to improve our approach and outcomes which can be shared with other markets



Recruitment Process



The specialist executive search firm Dober Partners has been retained by McDonald's to draw up a shortlist of prospective candidates against the criteria set out in this document, and using their discretion and expertise to recruit a new Advocacy Communications together with McDonalds Human Resources.

To apply please send your CV to:

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