



# DIRECTOR CORPORATE COMMUNICATIONS

As McDonald's continues to grow and evolve we remain dedicated to the enjoyment of our customers, whom we've been satisfying in Australia for over 40 years. With more than 920 restaurants in Australia, employing over 90,000 people and serving 1.7 million customers every day, we are proud of the contribution McDonald's makes in the community and to the national economy.

McDonald's Australia, along with its Franchisees, are the largest quick service restaurant operation in Australia. McDonald's is a Registered Training Organisation, and we're in an unmatched position within our industry to create future leaders.

McDonald's has an opportunity for an enthusiastic and confident individual to join the Corporate Communications team based at Thornleigh on a full time basis. Reporting to the SVP Chief Restaurant Support Officer, this role will support key business priorities and objectives through the implementation of effective media relations, public and government affairs, internal communications, stakeholder engagement and online community management, with an overall goal of strengthening the organisation's reputation and business performance. It will also mitigate potential risk and manage issues for the business and be an effective member of the Country Management Team.

The main purpose of the Corporate Communications Director will include:

## **Strategy:**

- Engage in strategic decision-making by providing advice and contributing to strategic discussion and planning with Country Manager and Country Management Team.
- Develop and deliver targeted communications strategies, plans and programmes that encourage transparency, innovation, sound business strategy and demonstrable integrity.
- Manage risk by strategically positioning and managing the reputation of McDonald's as perceived by industry, government, key stakeholders, media and general public.

## **Operational**

- Plan and deliver internal and external communications strategy in key reputation areas.
- Provide support and add value to business by proactively developing and executing communications plans with definable KPIs for various projects that support core business strategies and ensure maximum impact.
- Work with external agencies to ensure best practice, brand alignment, consistent and timely messages are delivered at all times.



- Ensure internal and external alignment of messages to ensure consistency and leverage opportunities to drive brand and values.
- Shoulder overall responsibility for all public relations material, and identified sponsorships and events.
- Lead and manage crisis communications (external and internal) including planning, written material, preparation and practice.
- Manage and foster relationships with internal groups, including franchisees, corporate staff, country and regional leadership and restaurant teams, as well as external groups, including media, government, and key opinion leaders.
- Establish and manage departmental budget within defined area.

To be successful in this role, the ideal candidate will have the following skills, experience and qualifications:

- A degree in Journalism or Public Relations/Affairs from a recognised domestic or international tertiary institution.
- Minimum 7 to 10 years in a Corporate Communications role, either corporate or agency-based.
- Experience leading a diverse team, including agency support staff.
- Demonstrated experience in planning, implementing, evaluating and merchandising public relations activities.
- Demonstrated ability to successfully manage large and small-scale issues both proactively and reactively.
- An understanding of the Australian media and McDonald's corporation.
- Ability to work effectively in a team environment across various disciplines.
- Good written and oral communication skills and an understanding of online social media.

Please forward all cover letters, resumes and confidential enquiries to:

Bill Andrews

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Applications close Tuesday 18 March 2014

\*LI-BA