



Change Manager, Strategic Change

McDonald's · Chicago, IL (On-site) **5 hours ago** · 16 applicants

Full-time · Mid-Senior level

10,001+ employees · Restaurants

1 connection · 5 school alumni

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About the job

McDonald's is taking our business beyond the walls of restaurants by revolutionizing how we interface with our customers. We are providing customers with enticing mobile, web, and kiosk solutions at the scale of industry leading retailers like Amazon and eBay. Technology is critical to our digital strategy and a top priority for McDonald's.

The Manager, Strategic Change role is responsible for developing and executing change management strategies, plans and deliverables in support of the priorities within Global Technology. This role is responsible for creating and implementing effective change plans and deliverables for technology projects and initiatives. The Manager is part of the broader Strategic Change team and ensures alignment of change strategies and messages necessary to successfully position Global Technology and its priorities within McDonald's. This position reports to the Sr. Manager Strategic Change.

Primary Duties:

Change Strategy

- Develop and manage comprehensive change strategies by applying a structured Change Management methodology to multiple, complex transformational programs across several dimensions (vision, change readiness, impact assessments, stakeholder management, communication, role-based training plans, etc.) across a portfolio of projects
- Conduct change impact analysis across people, process and technology dimensions, risk assessments, change readiness assessments to improve people ROI and successfully lead people through transitions
- Develop ongoing stakeholder management analysis and action plans to identify key players and resisters of a change initiative and plans to aid their transitions (impact analysis, stakeholder interviews)
- Assist with the development and socialization of processes and protocols for implementing change
- Manage change team members and / or consultants as needed to advise and coach on the successful development and execution of change management projects within a given vertical

Communication Strategy

- Develop proactive communication strategies and plans to support broader change management goals on key initiatives
- Plan and develop strategic messages and communication plans and execute creative delivery across various stakeholders and users to drive organizational change and specific events to drive awareness and adoption.
- Create strategic message opportunities and leadership presentations as it relates to projects
- Ensure relevance, consistency, integration, alignment, and appropriate timing of messages across the organization
- Develop and monitor mechanisms to continually gather feedback from key stakeholders to adjust change and communication strategies where needed

Culture and Performance

- Serve as trusted partner with leadership team and project leaders to identify and address gaps in helping employees evolve in context of modernization efforts

Coaching/Counseling

- Provide change management coaching to leaders and project teams to ensure we optimize people ROI on critical initiatives
- Counsel leadership and individuals on development of key messages and on effective message delivery
- Support project teams by reviewing and recommending refinements to direct communication work products
- Leverage knowledge of communication and the functional area employee mindset to advise and assist functional teams

Main areas of focus and the approximate time spent on each is as follows:

- Develop and manage comprehensive change strategies by applying a structured Change Management methodology to multiple, complex transformational programs within Global Technology across several dimensions (vision, change readiness, impact assessments, stakeholder management, communication, role-based training plans, etc.) across a portfolio of projects – 70%
- Provide change management coaching to project teams to ensure we optimize people ROI on critical initiatives – 10%
- Manage change team members and / or consultants to advise and coach on the successful development and execution of change management projects within a given department vertical – 20%

Qualifications

- Bachelor's degree or advanced degree in change, organization development and / or communications-related field
- 5-10 years of experience in organization development, strategic change, or consulting, with an emphasis on internal communications
- At least 4-6 years of experience managing complex projects from conception to delivery Change Management, Organizational Development and/or Communications experience
- Proven leadership and ability to influence and work with Sr. Leadership and multi-disciplined teams
- Experience leading people or contractors preferred; Global Experience preferred
- Experience within Technology is required
- Ability to navigate, orchestrate, and work through complex issues with a strategic, tactical, and fresh perspective
- Previous experience managing executive-level communications
- Proven ability to develop and implement change and communication strategies and detailed plans for key initiatives.
- Proven ability to adapt quickly to a fast-paced environment and support multiple high priority work streams
- High level of strategic focus, perspective and tactical ability to deliver
- In-depth knowledge of communication strategies, tools, and vehicles and application of written communication skills