



**Title of Job**    **Manager of Communications**

**LOCATION:** Boston

**Posted:** March 1, 07

**SUMMARY:** Polished, driven, articulate, strategic communications professional to be responsible for leading and integrating franchisee communications, employee communications, community outreach, as well as partnering with Corporate Social Responsibility department to promote the Brands' CSR initiatives internally and externally.

**RESPONSIBILITIES:**

Responsible for planning and executing franchisee communications for the Company's brands. In addition, the position will be responsible for partnering with the Corporate Social Responsibility department to promote the Brands' CSR initiatives.

A Communications Specialist and Sr. Communications Specialist report to this position.

**REQUIREMENTS:**

1. A strong strategic thinker and problem solver with exceptional written and verbal communication skills.
2. An ability to set priorities, multi-task and remain focused within a rigorous, fast-paced and quickly changing environment.
3. Demonstrated capacity and desire for continuous learning.
4. Proven track record of successfully introducing and implementing communication programs in a fast-moving organization.
5. Large meeting project and content management
6. Corporate Social Responsibility and Strategic Philanthropy experience
7. 10 years of related communication experience
8. Understanding of the franchisor/franchisee relationship is a plus

**Specific Job Requirements:**

**Franchisee Communications**

Develop and manage franchisee communications programs that strengthen the partnership between the Company and its franchisees, builds franchisee engagement around the company's vision, values and business priorities, and supports franchisee profitability and equity.

**Specific Responsibilities Include:**

- Create multi-vehicle communication programs to inform and educate franchisees, and in turn, store managers, and store employees on the brand's marketing and operational initiatives
- Lead development and execution of Franchisee Road Shows and Conventions
- Manage crisis and urgent franchisee communications initiatives
- Oversee editorial calendar for all communications vehicles – including website, email and newsletters
- Lead the development of systems, tools, and processes to improve and support communication to franchisees
- Foster strong relationships with franchisees
- Manage communications support for the President of Dunkin' Donuts and the Dunkin' Donuts brand advisory council
- Collaborate with members of internal communications, external communications, and the brand teams to create integrated and consistent communication strategies that support the brands and the organization's priorities

**Corporate Social Responsibility:**

Partner with the Corporate Social Responsibility department to develop communications programs that build awareness of and participation in the company's CSR initiatives among employees, franchisees, and the public.

**Specific Responsibilities Include:**

- Develop franchise communications toolkits, programs and events that support and create excitement for the mission of the foundation.
- Collaborate on the creation of in-store and consumer initiatives that support the mission of the foundation.
- Manage employee communications programs that generate support and participation in CSR activities.

**EDUCATION: Bachelors****LANGUAGES: Masterful written communication skills - English****SALARY: \$90k -\$100k + + +****Consultant: Bob Gershberg****Voice:** 888 929-9729**E-mail:** [bob.gershberg@dickwray.com](mailto:bob.gershberg@dickwray.com)

*Dick Wray shall provide equal employment opportunity to all qualified candidates, and will refer candidates without regard to race, color, religion, national origin, sex, age, disability, veteran candidates without regard to race, color, religion, national origin, sex, age, disability, veteran status or any other legally protected basis. Dick Wray shall comply with all applicable laws, rules and regulations in the performance of duties pursuant to this Agreement, including but not limited to, Title VII of the Civil Rights Act, the Age Discrimination in Employment Act, the Americans with Disabilities Act, and state and local anti-discrimination laws to the extent applicable.*