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## Change Manager

BRUSSELS

### External Description

## Goal

We are looking for a Change and Communication Manager for the Service 2 Operations (S2O) department within bpost. Our department consists of approximately 450 team members. Within S2O, we oversee the management of 800 bpost buildings, offering a range of services including cleaning, maintenance, and catering; we handle energy budget management, execute projects aimed at reducing energy consumption, coordinate the renovation or construction of buildings, oversee lease contracts with building owners, develop physical security protocols for bpost buildings, manage contracts with external suppliers, ...

Bpostgroup is always on the move: undergoing significant changes as a company. The S2O department ensures that its services continually evolve to meet the changing needs of our internal customers; and are aligned with the dynamic landscape of our world.

As the Change and Communication Manager, your role involves providing support to S2O employees during these transformations by implementing change methodologies (e.g., ADKAR).

Additionally, you are responsible for establishing and executing a communication strategy aimed at informing and engaging S2O employees across all levels, including cleaners, technicians, management, contract managers, project leaders, and experts.

Furthermore, you will develop and execute a communication and marketing strategy focused on fostering strong partnerships with internal customers and stakeholders.

## Your Mission

### Establishing and managing of the change management aspects in different projects

- Contributing to achieving the required transformation through a change management approach (PROSCI ADKAR).
- Assessing the impact of the change (e.g., by conducting an impact analysis).

- Identifying, anticipating, and managing resistance to change.
- Establishing and monitoring a project plan.
- Assisting project/program managers in ensuring the success of their projects.
- Collaborating with subject matter experts to create documentation and engaging training materials to persuade and train impacted employees.
- Give field support in order to guiding employees at all levels in transformation projects, eg creating and participating in workshops for employees
- Coaching managers to effectively take on the role of change sponsor.
- Developing change adoption strategies and plans.
- Overseeing the development of communications related to change management plans.

### **Developing and implementing a communication strategy to inform and engage employees to align on the S2O mission, targets and values.**

- Develop clear, consistent, and engaging messages to effectively communicate important information. Ensure messages are tailored to diverse employee groups, including cleaners, technicians, team leaders, managers, S2O staff members, senior management, internal customers, and other stakeholders.
- Create and curate content, such as articles and presentations, for internal communication materials.
- Adapt corporate messages for S2O employees, considering the diverse audience group.
- Maintain message coherence across departments.
- Assess the effectiveness of each media channel and determine budgetary implications.
- Evaluate communication impact and information retention rates using tools like questionnaires.
- Implement and manage internal communication tools and technologies, such as intranet or SharePoint.
- Promote engagement, collaboration, and a sense of belonging among employees by encouraging two-way communication and promoting a positive workplace culture.
- Plan and organize internal events and meetings to engage employees and keep them informed.

### **Internal Customer & Stakeholder management**

- Establish and implement a communication and marketing strategy aimed at cultivating a strong partnership with internal customers and stakeholders.

## **Your Profile**

- You are an expert in change and communication management.
- More specifically, the candidate must successfully demonstrate the following experience and skills:
  - You hold a Master's degree or equivalent;
  - You have at least 7 years of experience, including 5 years general business

experience with (functional) leadership role, including in a relevant comparable position connected with change and communication consulting.

- Good knowledge of the second national language, English is a plus;
- You are a promotor of teamwork (Functionally managing project employees, coordinating with various S2O Staff, employees and subject matter experts and internal customers, communicate effectively and collaborate with all stakeholders and internal communication department)
- You are a strong organiser (take the lead in the definition and roll-out of a change and communication approach; prepare change topics for steering committees, report on status, make and follow a planning)
- You have an innovation and flexible mindset
- You have strong change and communication skills:
  - o Change management experience and knowledge (theory, practice, models, projects).
  - o Leadership experience (palette of styles to be able to deal with different internal customers).
  - o Experience in business-driven (P&L) and people-driven (HR) departments is a plus.
  - o Process management experience (sharp analytical insight, strong in summarising).
  - o Project management experience.
  - o Excellent oral & written communication skills, excellent copywriting skills
  - o Thorough knowledge of Powerpoint
- You will be in contact with various internal stakeholders (Transformation Managers, Project Members, S2O Employees, S2O Staff, BBS-exco, internal customers, bpost senior and middle management, consultancy partners)

## Why bpost?

Like many other companies, we offer, in addition to a monthly salary, a wide range of benefits, including meal vouchers, hospitalization insurance, group insurance, disability insurance, a bonus, a car, 20 days' leave and 7 additional statutory leave days, an end-of-year bonus, double holiday pay and many benefits from more than 100 bpost partners.

This is where we really stand out:

- Decisions are taken here in Belgium. At the same time, you are part of an international story, thanks to our many activities in Europe, US and Asia. In

your role you will have a direct impact.

- You will find yourself in a company in a state of flux with big ambitions and a strong transformation agenda. Admittedly, this creates some complexity, but above all a lot of challenges and innovative projects.
- The atmosphere, the collegiality and the friendly bpost culture is unique. And we will prove it.
- You can focus 100% on your job, with optimal support from all our internal services.

As an international service provider of parcel and e-commerce logistics, we create real connections between millions of people, businesses and communities. Our team of +34,000 employees is our greatest asset in this story. Thanks to them, we continue to play a key role in our rapidly changing society.