



Sr Communication Expert & Spokesperson (Flemish)

BRUSSELS

External Description

Senior Communication Expert & Spokesperson (Flemish)

Context

bpostgroup is always on the move. As a leading postal operator in Belgium and an international provider of parcels 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. We create an environment for our people with challenging projects, inspiring collaborations and the latest technologies, with interesting job opportunities and training programs for everyone.

Your Mission

As Sr Communication Expert you will be working together with the Head of Corporate External Communication on the realization of External Communication projects at corporate level. You will also be responsible for the translation of corporate communication initiatives to the business in order to contribute to the implementation of an optimal communication strategy.

Tasks

As Sr Communication Expert at bpost you are responsible for:

- Capturing the essence of a briefing, asking the right, critical questions, defining the approach to specific Communication projects and formulating advice on the approach and tactical recommendations to support the business in the quality of their communication
- Establishing a network in the media in order to become a source of timely, clear and reliable information and you offer them relevant inserts to press questions and news stories. You act as a spokesperson for bpost and bpostgroup, mainly for the Flemish speaking press but also as a back-up for the French speaking press. You will also act as contactperson for press demands from abroad, in relation to the bpostgroup subsidiaries.
- Establishing a communication mechanism in line with the external communication strategy and according to different media channels and target groups of the company (press, social media, website,...)
- Developing a media strategy in line with the strategic objectives of the organization and its network

- Sending relevant, clear news stories into the world and develop formats for professional communication
- Manage projects independently: comm exp must be able to plan the various parts/deliverables per dossier themselves (in own agenda & that of the department), organize regular touchpoints with manager, keep track of project and be able to transfer immediately to back-up in case of failure
- Challenge client: communication per client or per project is an individual case where the demand must be analyzed followed by research into the best possible output in terms of communication products
- Evaluating the opportunities of each media channel, both in terms of its role and its budgetary impact, innovate where possible Measuring and adjusting the communication actions and the strategic communication plans in order to evaluate their impact

Your Profile

To succeed in this role you will need:

At least 5-8 years' experience in relevant environment. You know in the meantime that spokespersons try to have a 9 to 5 job, but do not always succeed. You are well aware of the specifics of working with the media.

- To be curious and have a passion for communication & team player
- To have strong analytical and editorial skills, know how to make the news value of a story immediately clear in words and images
- You combine autonomy and ownership in your role with structural and connecting cooperation - in a team and beyond - to achieve a common result. Working within the team or with colleagues,/partners, you communicate openly
- You have knowledge of and experience in crisis communication
- Knowledge of the (online) communication tools inside and outside the company. You know the Belgian media landscape as well as your backyard and you have been able to establish personal contacts with lots of journalists
- You have long known that a press release is not the only way to send your news into the world - the possibilities and difficulties of social media are no secret to you
- You are fluent in Dutch, French and English (you will be mostly spokesperson for the Flemish press, but also act as back-up for the French-speaking press)
- To think out of the box and take initiative

Why bpostgroup?

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