



Paid Advertising Expert

BRUSSELS

External Description

PAID ADVERTISING EXPERT

Context

bpost is always on the move. We create for our people an environment with challenging projects, inspiring collaborations and the latest technologies, with interesting job opportunities and training programs for all.

Within this story, we are looking for a Paid Advertising Expert to join our Digital/Campaign team.

Duties and responsibilities

The Paid Advertising Expert participates in the creation of digital campaigns and monitors KPIs and achievement.

Check out the test questions below, if you answer 'yes' to most of them then we know what your next step could be: apply!

- Are you someone who is a hero at determining the right online media channels and audiences for a digital marketing campaign?
- Does determining the ideal digital marketing mix retargeting give you goose bumps?
- Do you get up and go to bed with ideas to optimize existing always-on campaigns?
- Can you switch between strategy and operations effortlessly?
- Are you a coordination ninja in terms of banners, visuals, copy, keywords...to get the entire digital campaign started?
- Do you spot opportunities in the existing database to be even more relevant in paid

media?

- Can you get just a little more return on digital investments every day? And then just a little more the next day? And then just a little bit more?
- Do you juggle words like CPA, conversion rate, attribution model, conversion pixel and CTR ... without them falling to the floor?
- Can you perfectly translate digital lingo-mambo-jambo for non-digital stakeholders?
- Do you enjoy working with a variety of internal clients as well as external agencies?
- Are you someone who says "there is no I in a Team"? Do you succeed in taking the digital marketing team to the next level by sharing your expertise?

Your profile

What do we expect from you at bpost?

- Master's degree (or similar through experience)
- 3 to 5 years of experience in digital marketing, with a focus on performance advertising
- Very thorough knowledge of Google Ads, Facebook advertising, LinkedIn Ads and Microsoft ads. Knowledge of advertising platforms such as Pinterest, TikTok and Snapchat are a plus!
- Very thorough knowledge of Google Analytics
- Knowledge and interest in Affiliation, RTB, display advertising....
- Very strong analytical skills
- Keeping up with the latest news in digital
- Proactivity and communication skills
- Fluent in French and Dutch + good knowledge of English

Why bpost

Like many other companies, we offer a nice benefits package in addition to the monthly salary, including meal vouchers, hospitalization insurance, group insurance, 20 days of leave and 7 extra days of statutory leave, a thirteenth month, double vacation pay and many benefits from more than 100 bpost partners.

That's what really sets us apart:

- Decisions are made here in Belgium. At the same time, you will be part of an International group, thanks to our many activities in Europe and Asia.
- You'll find yourself in a company in full change. Admittedly, this creates some complexity, but above all lots of challenges and innovative projects.
- The atmosphere, the collegiality and the friendly bpost culture is unique. And we'll prove it.
- You can focus 100% on your job, with optimal support from all our internal services.

As an international provider of parcel logistics and e-commerce services, we create real connections between millions of people, businesses and communities. Our team of more than 34,000 employees is our greatest asset in this history. Through them, we continue to play a key role in our ever-changing society.