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## Senior Social Media Manager

BRUSSELS

### External Description

#### 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 Social Media Manager you will be working together with the Head of Reputation & Content on the realization of communication projects at corporate level, especially via our social media channels. You will also be responsible for the translation of corporate & strategic messages to the different audiences/stakeholders we want to reach via our social media accounts, in order to contribute to the implementation of an optimal communication strategy.

#### Tasks

As Communication Expert Social Media at bpostgroup, the focus is in content creation. We expect from this person to

- Manage the different social media channels & optimize their reach.
- Produce the best content contributing to the group strategy. You actively look for relevant content and propose and develop a new innovative approach, realistic ideas, creative formats, original themes,... in line with the current market trends to create optimal traction to the bpost(group) social media accounts.
- Translate creative direction and copy points into engaging content, exploring multimedia formats such as videos, infographics, and interactive content for enhanced audience engagement.
- Create compelling content, in writing and in visual formats adapted to each of the social media we cover. Excellent writing skills, specifically for social media, are non-negotiable.

- Curate and manage a social media calendar, ensuring timely delivery of content aligned with marketing initiatives. Engage with the online community to foster brand interaction and loyalty.
- Set up and maintain an internal network of content sources, within the different departments & subsidiaries of bpost(group). You coordinate actively with the SoMe-contacts in the subsidiaries to set up a joint and coherent approach. You intensively liaise with the internal communication team to exchange information & content.
- Establish a communication mechanism in line with the external communication strategy and according to different social media channels and target groups of the company. Evaluate the opportunities of each SoMe channel, both in terms of its role and its budgetary impact. Monitor the coherence of actions.
- Monitor our brand identity and house style on social media and ensuring that everything is adapted to the target group.
- Evaluate incoming questions/projects, challenge and prepare proposals in cooperation with other communication experts SoMe/head of group.
- Take ownership of the community management: Constantly following up tags and comments, handling and finalizing them. Always in close consultation with head of group, spokespersons, customer care and internal colleagues
- Together with the Digital Team, manage & optimize the corporate website, in order to keep its content up to date and easy to consult,
- Formulate advice on the approach to external communication and supporting the business in the quality of their communication
- Progress and status reporting of the communication plans to the colleagues or project owners , to the Head of Group Reputation & Content, to the internal communication colleagues regarding activities that have an impact on other communication plans and projects

## Your Profile

To succeed in this role you will need:

- **At least 6-10 years' experience** in managing social media platforms and engaging with online communities
- A passion for communication & team player
- To think out-of-the-box and to take initiative
- **A good knowledge of Dutch, French and English**
- To be a digital native with a thorough knowledge of social media: Knowing what “works” online, to keep up with the latest trends, not to be afraid to try out new concepts
- Experience in online boosting strategies
- To know how to translate a message in the right format: compelling text, video, animation,....

Combined with the creativity to work it out or produce it, and the fluent pen, to write exciting copy

- To have a flexible attitude, quickly adapting to changing priorities and projects.
- An analytical mindset to understand the performance and make data-driven recommendations

## Our offer

- Like a long-awaited parcel, we want to make you feel welcome and valued.

Our offer includes:

- Competitive monthly salary
- Meal vouchers
- Hospitalization-, group- and disability insurances
- A phone subscription and company car
- 20 days of statutory leave and 7 additional extralegal days off
- An end-of-year and performance-based bonus and double holiday pay
- Many benefits from more than 100 bpost-partners

## Why bpostgroup?

- bpostgroup is Belgium's leading postal operator and a growing parcel & omni-commerce logistics partner globally. With a focus on social and environmental sustainability, we aim to be a trusted guide in a changing world. As our newest team member you will:
- Become part of the bpostgroup family with a unique atmosphere and culture.
- Enjoy a dynamic work environment with a hybrid model allowing for flexibility.
- Have access to continuous learning and development opportunities.
- Have a direct impact on decision-making in an international success story.
- Thrive in a leadership culture centered on visioning, sense making, innovation, and relating, empowering you to lead effectively in our forward-thinking organization.

**Find out more** [about bpostgroup](#)

**No match?**

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