



Product Marketing Manager

BRUSSELS

External Description

Product Marketing Manager

As a Product Marketing Manager at the heart of a major digital transformation within a leading logistical company, your mission is to enhance customer satisfaction and loyalty while responding to the fast-paced market demands. You will play a crucial role in delivering seamless customer interactions by ensuring that products meet customer expectations through a holistic, end-to-end management approach. Your role bridges digital and physical solutions, integrating new technologies with our operational network to ensure customer-centric solutions are developed and delivered efficiently.

Your mission

As the Product Marketing Manager, you will be the customer's voice within the organization, responsible for managing products from conception to delivery. You will ensure that our solutions not only meet but exceed customer expectations by aligning strategies with evolving customer needs and market dynamics. Your main goals will be to optimize the customer experience, support business transformation, and ensure seamless execution across various touchpoints, both digital and physical.

Key Responsibilities:

End-to-End Product Management: Take ownership of the entire product lifecycle—starting with concept development through to product delivery and maintenance. You will monitor performance, plan for continuous improvements, and ensure alignment with strategic goals.

Customer Journey Optimization: Analyze customer journeys across multiple touchpoints (digital and physical), identifying pain points and proposing solutions to enhance the customer experience. You implement the solutions.

Cross-Channel Integration: Ensure consistency across all customer touchpoints, seamlessly blending digital platforms (e.g., self-service portals, mobile apps) with physical interactions in the logistical network.

Strategic Decision Support: Collaborate closely with cross-functional teams (e.g., IT, Sales, Logistics) to make data-driven decisions that enhance both customer experience and product effectiveness.

Stakeholder Management: Maintain ongoing communication with key stakeholders—IT, sales, pricing, operations, customer support, and senior management—to align strategies and foster collaboration.

Process and Product Improvement: Continuously monitor key performance indicators (KPIs) related to customer satisfaction and product performance, proactively implementing improvements.

Product Development and Delivery: Prioritize product development efforts based on market insights, ensuring timely product launches while maintaining high standards for customer experience and operational efficiency.

Your profile

As a Product Marketing Manager, you possess a unique blend of creativity, analytical thinking, and commercial acumen, with strong leadership and organizational skills.

Educational Background: Master's degree or equivalent by experience, with at least 5 years in a similar role (e.g., Product Manager, Product Owner, Customer Journey Manager).

Customer-Centric Mindset: You are genuinely passionate about delivering superior customer experiences and can empathize with customer needs across digital and physical interactions.

Data-Driven Decision Making: Strong ability to transform market studies, customer insights, and data analytics into concrete product strategies and actions.

Agile and Flexible: Comfortable working in an Agile environment, you are adaptable, proactive, and able to handle multiple projects in a dynamic and transforming context.

Leadership and Communication Skills: You are a connector, able to communicate effectively across departments, levels, and profiles, ensuring all stakeholders are aligned toward common goals.

Technology Understanding: Solid understanding of digital and data-driven technologies and how they integrate with operational processes.

Entrepreneurial Spirit: You are dynamic, entrepreneurial, and results-oriented, with a passion for driving change and ensuring brilliant execution.

Languages: You are fluent in Dutch or French and has a good knowledge of the other national language + fluent in English

Our offer

This role offers a unique opportunity to be at the forefront of a major digital transformation in a fast-paced, customer-focused environment. You will have the chance to shape the future of products that integrate digital innovation with physical logistics, playing a key role in responding to market challenges and enhancing customer loyalty.

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

About bpost

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](#)

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