



Mobile App Manager

BRUSSELS

External Description

Mobile app manager

bpostgroup strives to create an inclusive environment with challenging projects and inspiring collaborations. With our employees at the heart of our organization, we don't believe in jobs, we believe in careers. We're now looking for a mobile app manager who will make us move.

Your mission:

As a Mobile App Manager, you will be a key player in driving the success of our iOS and Android mobile applications, with a particular emphasis on enhancing the experience for our customers. This role is responsible for crafting and executing a mobile app strategy that aligns with our business and digital objectives. You will work closely with cross-functional teams and collaborate with stakeholders to ensure our mobile apps effectively support our goals.

As Mobile App manager you will be responsible of:

- Develop a vision for the mybpost app as a channel, defining the backlog of initiatives aimed to reinforce the digital strategy for functionality/experience
- Collaborate with Product, IT, and UX Design teams to identify and address app journey friction points, continuously analyzing user feedback and behavior data to enhance experience
- Ensure execution of planned launches and secure alignment with stakeholders in due time
- Drive A/B tests to enhance user satisfaction, , onboarding processes, and user retention interfaces in alignment with overall business objectives.
- Work with GTM to provide clear briefings to create integrated marketing strategies aimed at increasing mobile app awareness, engagement, usage, and loyalty.
- Take ownership of Bpost app appearance in Google Play Store and Apple App Store, and review management.

Partner with analytics teams to establish, track and report on KPIs, to unlock data-driven insights and to identify new opportunities.

Your profile:

We do not only deliver letters and parcels, but also opportunities. This job is open to all with diverse backgrounds and talents, possessing the following skills:

- Bachelor's Degree and 5+ years of relevant work experience with Mobile apps.
- Capability to develop channel strategies and familiarity with omnichannel strategies

implementation

- Strong understanding of UX/UI principles
- A proactive, user-centric approach to design and problem-solving
- Leverage data-driven analysis to drive roadmap development and prioritization
- Capability to work autonomously
- Proficient in FR/NL/EN and capability of working in multi-language/ multi-cultural environment
- Familiar and proven track record on Agile way of working and with Agile methodologies (including vision definition, backlog management and prioritization, work in sprint)
- Affinity with project management. Enthusiastic to participate in working groups and possibly lead discussions.
- Top communication skills: adaptability to work with both business interlocutors and IT specialists. Ability to clarify needs and demonstrate didactic skills. Able to question the relevance and added value of a request.
- Capability to work in a structured manner, follow a data driven and customer centric approach, and have a critical view of the methodology.
- Capability to adapt to a changing context.

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.

#bpostgroup #LI-BP6

Find out more [about bpostgroup](#)

No match?

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More info?

Feel free to reach out to Sara Van Reepingen