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## Sr Communication Expert Social Media

BRUSSELS

### External Description

## Communication Expert Social Media

### 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 Communication Expert 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 3-5 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 or 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

## Why bpostgroup?

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.

This is where we really stand out:

- You will have the opportunity to participate in a project of great social importance.
- Decisions are taken here in Belgium. At the same time, you are part of an international story, thanks to our many activities in Europe, US and Asia.
- You will find yourself in a company in a state of flux. Admittedly, this creates some complexity, but above all a lot of challenges and innovative projects.

- Your role will be at the heart of an exciting change agenda for the company.
- The atmosphere, the collegiality and the friendly bpost culture is unique.

As an international service provider of parcel and e-commerce logistics, we create real connections between millions of people, businesses and communities. Our team of over 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.