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## E-commerce Market Insights Expert

BRUSSELS

### External Description

## Goal

bpost group is always on the move. 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

We're hiring an experienced **Business Expert E-commerce** to join the **Chapter Market Intelligence & Business Storytelling** within the Commercial Organisation. In this role, you will be the key partner for our sales colleagues, providing them with the latest trends and insights in the e-commerce market. You will play a crucial role in translating our value proposition into convincing content and act as a consultant for our clients.

## About the job

- **Trend Analysis & Insight Delivery:**
  - Act as a sparring partner for our sales team, ensuring they are equipped with the latest trends and insights in the e-commerce market.
  - Gather and analyze market data to identify trends, opportunities, and threats in the e-commerce space.
- **Presentation Development:**
  - Develop compelling presentation materials incorporating market insights for the sales team to use in client meetings.
  - Ensure that presentations are up-to-date and reflect the current e-commerce landscape.

- **Competitive Knowledge:**
  - Maintain a deep understanding of bpost's competitors and the broader market landscape.
  - Provide strategic insights on competitor activities and market developments.
- **Customer Journey Awareness:**
  - Thoroughly understand the customer journey of a parcel within the logistics process, both B2C & B2B.
  - Ability to translate customer journeys and value propositions into storytelling
- **Customer Website Analysis & Improvement:**
  - Evaluate client's webshops to identify areas for improvement and optimization.
  - Provide actionable recommendations to improve client's webshop performance and customer satisfaction.
- **Client Consulting:**
  - Serve as a consultant for our B2B clients, offering expert advice and strategies to enhance their e-commerce operations.
  - Work closely with sales colleagues to understand their (client's) needs and provide tailored solutions that align with their (client's) business goals.

## What do you bring to Bpost

- Preferably have knowledge of major players in the logistics and e-commerce market.
- Strong analytical skills with the ability to interpret complex data and translate it into actionable insights.
- Proficient in creating high-quality presentation materials.
- A creative mind with an eye for detail
- Excellent understanding of the e-commerce customer journeys.
- Ability to quickly identify and suggest improvements for customer webshops.
- Strong consulting skills with a client-oriented mindset.
- Excellent communication and interpersonal skills.
- Ability to present confidently and effectively to an audience.
- Proficiency in written and spoken Dutch, French and 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 holiday pay and many benefits with more than 100 bpost partners.

This is 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 will 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 will 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 36.000 employees is our greatest asset in this history. Through them, we continue to play a key role in our ever-changing society.