



## Mobile App Manager

BRUSSELS

### External Description

#### Mobile app manager

#### Goal

bpost is always on the move. We create an environment for our people with challenging projects, inspiring collaborations and the latest technologies, offering interesting job opportunities and training programs for every employee. Within this context, we are looking for a Mobile App manager to reinforce our dynamic and enthusiastic Channel & digital execution team.

#### 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.

#### About the job

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

- 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.

## Why bpost?

Like many other companies, we offer a nice package of benefits in addition to a monthly salary, including a company car, meal vouchers, hospitalisation insurance, group insurance, disability insurance, a bonus, 20 days' leave and 7 extra statutory leave days, an end-of-year bonus, double holiday pay, a lump-sum reimbursement of expenses and many benefits for more than 100 bpost partners.

Next to Belgium's leading postal operator, bpost is of course also an **important parcel and e-commerce logistics** provider in Europe, North-America and Asia. We deliver mail and parcels to millions of doorsteps and provide logistic services to businesses and consumers.

Is the vacancy above something for you? Then you're definitely someone who cares, who dares and who likes to work together. Because at bpost Parcels & Logistics...

...we care. bpost has always acted as a kind of link between people, societies and companies. Due to digitization, there is less contact between people, but our connecting and ubiquitous role has never been stronger. In addition to the important social services bpost provides, we are also one of the largest employers of short-schooled employees, offering them the opportunity to graduate from secondary school. **You'll have an impact on society and everyone in it.**

...we dare. In an economy that forces us to evolve at lightning speed, we think and act fast. We work on short-term projects, since we don't know what tomorrow will bring. We're decision-makers. We're flexible. We think internationally (while our heart is in Belgium). And we work faster and more efficiently every day through robotization and automation. Because **you'll be working for the growth engine of the group.**

...we work together. All the above with the realization that we're not alone. With over 34,000 employees in Belgium and across the globe, **you will work in an environment that is driven by people.** And our chain is only as strong as its weakest link (yes, cliché buster). That's why we are permanently connected to the business and the teams on the ground. The human dimension is of great importance within our company, at all levels. We invest in machines, but we are built on people. They are the strength of our business.

**Bpost does not provide relocation, candidates are expected to live or move to Belgium or any location within a driving distance that can allow 2 to 3 presence days at our offices (located in central Brussels)**