



Sr Communication Expert

External Description

Senior Communication Expert

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 40,000 employees worldwide is our greatest asset in this story. Thanks to them, we continue to play a key role in our rapidly changing society.

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 create an environment for our people with challenging projects, inspiring collaborations and the latest technologies, with interesting job opportunities and training programs for everyone.

We're now looking for a Senior Communication Expert who will make us move.

Your mission:

As Senior Communication Expert you will be working together with the Head of Group Internal Communications on the realization of internal communication projects at a corporate and strategic, as well as a tactical level. Your focus will mainly be on our group activities. You will also be responsible for the translation of major communication initiatives to the business in order to contribute to the implementation of an optimal communication strategy and thus contribute to the transformation story of bpostgroup.

As Sr Communication Expert at bpost you are responsible for:

- Capturing the essence of a briefing, asking the right, critical questions, defining the approach to specific communication projects and formulating advice on the approach as well as tactical recommendations to support the business in the quality of their communication.
- Establishing a communication mechanism in line with the overall internal communication strategy and according to different channels and target groups within the company
- Developing a communications strategy in line with the strategic objectives of the organization and its network.
- Developing formats for professional communication.
- Managing projects independently: a Senior Communication Expert must be able to plan the various parts/deliverables per dossier themselves (in own agenda and that of the department), organize regular touchpoints with manager, keep track of project and be able to transfer immediately to back-up in case of risks.
- Challenging internal stakeholders: communication per client or per project is an individual case where the demand must be analyzed followed by research into the best possible output in terms of communication products.
- Evaluating the opportunities of each media channel, both in terms of its role and its budgetary

impact, innovate where possible.

- Measuring and adjusting the communication actions and the strategic communication plans in order to evaluate their impact.

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:

- You have at least 10 years of experience in a relevant environment, designing and executing large groupwide communication initiatives, with strong insights into cross departmental communication strategies.
- You possess excellent communication skills in English, French and Dutch, spoken and written.
- You are curious with a passion for communication and a team player, and combine a mix of conceptual thinking and being hands on.
- You like to explore innovative and creative methods and tools to further strengthen and optimize our communications. You keep up to date with communication tools and methods, think out of the box and take initiative.
- With your strong storytelling, analytical and editorial skills, and know how to create a communication approach you develop targeted messages with impact.
- You combine autonomy and ownership in your role and build structural communities and collaborations, in the communications team and beyond - to achieve a common result.
- You enjoy creating alignment and facilitating aligned and structured approaches.
- You are able to build a relationship of trust with key people within the organization in order to advise them with impact on the best communication strategies to apply.
- You have knowledge of and experience in crisis communication.

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.

Find out more [about bpostgroup](#)

No match?

[Explore other exciting job opportunities with us.](#)

More info?

Feel free to reach out to Marty Delang