



## Senior Expert Communication

BRUSSELS

### External Description

#### *Senior communication expert*

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 senior communication expert who will make us move.

#### **Your mission:**

As senior communication expert you will be working together with the Head Communications Belgium on the realization of internal communication projects at a corporate as well as a tactical level. Your focus will mainly be on our Belgian 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 bpost.

- Developing and implementing an internal communications strategy in line with the strategic objectives of the company.
- Establishing and constantly adjusting a communication model in line with the overall communication strategy and adapted to the different channels and target groups within the company.
- Developing new formats for professional communication.
- Managing projects independently: you plan and execute the various parts/deliverables per project (integrated into an overall communication calendar), organize regular touchpoints with key stakeholders, ensure pro-active follow-up and adequately respond to changes.
- Challenging internal stakeholders: analyze requests for communication and translate them into actions improving the reputation of the company as a whole. You ask the right, critical questions, define the best possible approach and formulate advice.
- Content creation: find inspiring stories, determine the best tool and channel, and develop the stories (copywrite, create video...).
- Evaluating the opportunities of each communication 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:

- At least 10 years of experience in a relevant environment.

- You're curious, passionate about communication, and thrive as a team player.
- Analytical & Editorial Skills: You excel at analyzing complex information, crafting impactful communication strategies, and creating targeted messages.
- You balance autonomy and accountability with a collaborative mindset. You communicate openly and work effectively within the team and with colleagues or partners to achieve shared goals.
- You have a solid understanding of cross-departmental communication strategies.
- You can build trusted relationships with key stakeholders, providing impactful advice on communication strategies.
- You have experience and expertise in managing crisis communication.
- You are familiar with (online) communication tools used within and outside the organization.
- You think creatively, propose innovative ideas, and take proactive steps.
- You have strong command of Dutch and English, knowledge of French is a plus.

#### 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