



## Manager Strategic Marketing & Planning - X2C

BRUSSELS

### External Description

### Marketing Manager

bpost 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 **Marketing Manager** who will help us connect people and society.

#### *Your mission:*

As a Marketing Manager, your main objective is to define and execute the product portfolio strategy in alignment with business goals. You will oversee the product roadmap, ensuring that it meets market needs, customer expectations, and financial objectives. Your role will be essential in driving growth, innovation, and operational excellence across the portfolio.

#### *Your responsibilities:*

- Develop and implement the marketing strategy for the assigned product portfolio.
- Define pricing, positioning, and go-to-market strategies to ensure business success.
- Conduct market analysis and competitive research to identify opportunities.
- Manage product lifecycle, from development to phase-out.
- Ensure cross-functional alignment between marketing, sales, operations, and finance.
- Monitor key performance indicators and adjust strategies accordingly.
- Lead the execution of marketing campaigns and promotional activities.
- Collaborate with digital teams to optimize customer experience and engagement.

#### *Your profile:*

- Master's degree or equivalent experience.
- Strong strategic and analytical thinking.
- Experience in product portfolio management, pricing, and go-to-market strategy.

- Strong leadership and cross-functional collaboration skills.
- Data-driven decision-making mindset.
- Fluent in French or Dutch, with a strong command of English.

### ***Our offer:***

- Competitive monthly salary.
- Meal vouchers.
- Hospitalization, group, and disability insurances.
- A phone subscription and company car.
- 20 days of statutory leave and 7 additional extra-legal days off.
- End-of-year and performance-based bonuses, plus double holiday pay.
- Benefits from over 100 bpost partners.

### ***About bpost***

bpost is Belgium's leading postal operator and, as part of bpostgroup, we are a growing parcel & omni-commerce logistics partner worldwide. With a strong commitment to social and environmental sustainability, we aim to be a trusted guide in a changing world.

By joining us, you will:

- Become part of **#thebiggestteamofBelgium** with a unique atmosphere and culture.
- Enjoy a dynamic work environment with a flexible hybrid model.
- Have access to continuous learning and development opportunities.
- Directly impact decision-making in an international success story.
- Thrive in a leadership culture focused on vision, innovation, and empowerment.

**#bpostgroup #LI-DNI**