



Go To Market Manager B2C

BRUSSELS

External Description

GO TO MARKET MARKETEER B2C

Goal

We are looking for a passionate and enthusiastic marketer to join the bpost Go To Market Marketing team. The Go to Market team is responsible for creating and executing best-in-class marketing strategies and campaigns for the entire product and services portfolio of Parcels, Logistics and Mail in Belgium.

Are you passionate about marketing and defining and implementing marketing strategies? Do you want to work in a dynamic and challenging environment to build tomorrow's digital future with today's expertise? Then be sure to read on, because this job could be for you!

Your mission

As a Go To Market marketer B2C, you are on a mission to create delight in every step of the customer journey. You develop, drive and deliver a strong marketing communication strategy and marketing campaigns for our products or services, with the customer and consumer at the heart of everything you do. You think digital first and have the power to turn data and insights into concrete action plans. You have a passion for growth and get energy from working together in a squad and drive towards a common goal.

About the job

In this position as a Go To Market Marketeer, you will drive the marketing activities for a portfolio of products or customers throughout their full life cycle. You are responsible for developing and implementing the go to market strategies and tactics, designing the entire go-to-market process (segmentation, targeting and positioning) and delivering on time in full together with the squad.

- You define the marketing approach by interpreting market insights & customer behaviour, analysing results or past campaigns and stakeholder input.
- You are an expert in translating business strategies into compelling and successful marketing plans. You identify the growth potential for each customer segment and define the right strategy and plan to achieve the business goals of the squad.
- You think customer lifecycle value and boost customer loyalty and engagement through personalised actions and 1to1 campaigning, using CRM capabilities.
- You brief, develop and implement successful campaigns in close collaboration with our agency partners. You think of launch campaigns, acquisition and upselling and service oriented initiatives.
- You present and defend your plans and manage internal stakeholders like sales, customer service and supporting squads (web, copy writers...).
- You are on top of trends in the market and in marketing and bring the voice of the customer in everything you do.
- You bridge the gap between strategy, tactics and practice and embrace creativity and technology. You endorse sharing best practices and foster an open culture of feedback, trial and error.
- You unleash the full potential of digital and data, determining concrete actions to generate sales opportunities, reach new or recurring audiences and delight customers. You define and analyse key performance metrics to measure success and make data-driven decisions.

Your profile

It goes without saying that you have strong business acumen and that you bring drive, enthusiasm, energy and a positive attitude to the team. We would like to emphasize the following:

- You are an enthusiastic marketer with a track record of at least 5 years experience in go to market, segment marketing, brand management and/ or marketing communication in B2B.
- You get energy from both creating plans and implementing and evaluating them and you dare to take and defend strategic decisions.
- As a digital native, you are able to apply the most relevant digital marketing tools and techniques in your go to market plan.
- You use data and insights and your analytical skills to generate informed insights and make decisions. You combine strategic skills with a can-do approach.

- You have experience with sales enabling tools and growth marketing.
- You describe yourself as creative and flexible, dynamic, entrepreneurial and results-oriented. You are passionate to drive change and strive for brilliant execution. You are a team player who communicates well and can deal with a multitude of stakeholders at different hierarchical levels.
- Experience with working in an Agile environment is a plus.
- You are fluent in Dutch or French and you have a very good knowledge of English, both spoken and written.

Why bpost?

Like many other companies, we offer a nice package of benefits in addition to a monthly salary, including meal vouchers, a company car, 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...

...we care. bpost has always acted as a 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.