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## Chapter Lead - Go To Market

BRUSSELS

### External Description

## CHAPTER LEAD - GO TO MARKET

### Goal

We are looking for a passionate and enthusiastic Chapter Lead to join the Bpost Marketing team. The Chapter Lead is responsible for guiding and coaching chapter members, developing their skills, and overseeing the overall strategy to ensure consistency and coherence in communication across the commercial organization. If you are driven by people development, strategic oversight, and fostering synergies, this role is for you!

### Your mission

As a Chapter Lead Go To Market, you are on a mission to elevate the performance of your chapter members, which include go-to-market managers, digital campaign managers, a paid media expert, marketing automation experts, content marketers, and an event & partnership manager. You ensure they are equipped with the necessary skills and knowledge to excel in their roles and drive the organization's marketing efforts. You think strategically and have the ability to align marketing activities with overall business objectives.

### About the job

In this position as a Chapter Lead Go To Market, you will focus on people development, skill enhancement and standardization of tools, processes and ways of working. You are responsible for guiding and coaching chapter members on how to perform their jobs effectively, raising the bar, and fostering a culture of excellence. Additionally, you will:

- Organize Home Coming and Mastery days, to foster a culture of sharing, learning and development.
- Ensure consistency and coherence in communication across all marketing activities.

- Identify synergies and efficiencies in go to market processes and strategies.
- Liaise with internal stakeholders inside and outside of the commercial organization to align Go To Market plans and efforts with overall brand and business objectives.
- Stay on top of market and digital marketing trends to bring innovative approaches to the team.

### **Key responsibilities:**

- **People Development:** Lead, coach, and evaluate chapter members to maximize their contributions. Share your knowledge and experience to guide them throughout their professional journeys.
- **Skill Enhancement:** Implement development strategies and manage resources to meet the needs defined by the squads. Develop and guarantee the competency level of chapter members.
- **Strategy and Execution:** Define and apply standards and norms for the chapter. Manage and coordinate the execution of complex, cross-functional projects that impact multiple customer segments.
- **Stakeholder Management:** Collaborate with Product Owners and other internal stakeholders to align on performance, resource needs, and strategic direction.
- **Innovation and Efficiency:** Encourage experimentation and continuous learning within the chapter. Adopt emerging tools and technologies to drive innovation and efficiency.

## **Your profile**

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

- You have at least 10 years of experience in marketing, including roles in go to market, digital campaigning or content marketing.
- You possess excellent general marketing skills to guide and develop your team members.
- You are strategic and can ensure consistency and coherence in communication across different channels and campaigns.
- You have strong leadership skills and can build a cohesive team that collaborates effectively.
- You are digitally savvy with a solid understanding of digital marketing tools and techniques.
- You use data and insights to generate informed decisions and drive marketing strategies.
- You are creative, flexible, dynamic, entrepreneurial, and results-oriented. You are passionate about driving change and strive for brilliant execution.
- You are a team player who communicates well and can manage relationships 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 have a very good knowledge of English, both spoken and written.

## Why bpost ?

Like many other companies, we offer a nice benefits package in addition to the monthly salary, including meal vouchers, hospitalization insurance, group insurance, 20 days of leave and 7 extra days of statutory leave, a thirteenth month, double holiday pay and many benefits with more than 100 bpost partners.

This is what really sets us apart:

Decisions are made here in Belgium. At the same time, you will be part of an International group, thanks to our many activities in Europe and Asia.

You will find yourself in a company in full change. Admittedly, this creates some complexity, but above all lots of challenges and innovative projects.

The atmosphere, the collegiality and the friendly bpost culture is unique. And we will prove it.

You can focus 100% on your job, with optimal support from all our internal services.

As an international provider of parcel logistics and e-commerce services, we create real connections between millions of people, businesses and communities. Our team of more than 36.000 employees is our greatest asset in this history. Through them, we continue to play a key role in our ever-changing society.