

## Digital Campaign Manager

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Company: bpost

Location: Brussels

Category: computer-and-mathematical

### Goal

We are looking for a passionate and enthusiastic digital marketer to join the bpost Go To Market Marketing team as digital campaign and performance marketing expert. The Digital Campaign Manager is responsible for launching, executing and optimizing best-in-class digital campaigns for the entire product and services portfolio of bpost in Belgium.

Are you passionate about everything digital? Are you a project management ninja and a digital hero? Are you a frontrunner on everything tech, performance optimization and AI? 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 Digital Campaign Manager you follow digital trends and technology evolutions, understand consumer and customer behavior in this rapidly changing digital world and are on a mission to help bring delight to our customers and consumers. You create best-in-class digital (performance) campaigns and are continuously looking for ways to improve effectiveness and optimize ROI. 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 team and drive towards a common goal.

### About the job

In this position as a Digital Campaign Manager, you will drive the digital campaigns for a portfolio of products or customers.

You have as key responsibilities:

-You manage, execute and optimize digital (performance) campaigns from A to Z. Based on the go to market and/ or product strategy and objectives, you determine the most effective digital media mix and plan and develop digital campaigns through excellent time and budget management and in close collaboration with your internal stakeholders and agencies.

-You lead and manage the creative execution in cooperation with internal and external creatives and paid media experts.

-You analyze your campaigns, gather learnings and turn these insights and data into actions to continuously make your campaigns more effective and efficient.

-You continuously bring new insights and try new things. You are on top of trends in the digital landscape, endorse sharing best practices and foster an open culture of feedback, trial and error.

-You bridge the gap between strategy, tactics and practice and embrace creativity and technology.

### **Your profile**

It goes without saying that you think and breath digital 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 Master's degree (or equivalent by experience) and a track record of at least 5 years experience in digital marketing, campaigning, in paid advertising and emailing.

·As a digital native, you are always up to date with latest technologies and digital trends. You are curious, open to try new things, experiment, learn and adapt. For you, standing still is going backwards.

·You have very sharp analytical skills and use data and insights to generate informed insights and make decisions.

·You are a go-getter and are creative. You are not a copywriter, but have a feel with copy and key messaging. You are not a graphic designer but know something about good online communication and visual identity.

·People would describe you as 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 hick-ups and a multitude of internal and external stakeholders.

·You have a sense of working in a good structure, where you make your priorities very clear and are able to manage different campaigns simultaneously.

- You have solid experience with ad platforms like Meta Admanager, LinkedIn Campaign manager, Google Ads and with analytics services like Google Analytics 4.
- Experience with marketing automation tools, Appsflyer, CRM systems, A/B testing tools and knowledge of SEO tools is a plus.
- 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.

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