



The better way to bank

Members of the CUA Team work to create and deliver a “wow” banking experience to 20,000 individuals and businesses across Nova Scotia. The CUA Difference is a combination of flexible products, personalized service and quick decisions made here by people who know and love our Province. CUA’s continued growth and member satisfaction reflects a team of big-thinking problem-solvers who think outside the box to help people take a step forward in their finances. If you are excited about the opportunity to help people achieve what matters most, while changing the way people think about banking, consider the following opportunity.

### **Manager, Marketing and Communications**

Reporting to the Director, Brand and Partnership Development, the Manager, Marketing and Communications provides leadership in the areas of marketing, product, member and public communications. Working closely with relevant functions and financial experts, the Manager leads the development of CUA’s annual editorial calendar and the distribution of brand-aligned content in support of the annual marketing plan and quarterly product campaigns.

Working with leaders across the organization, the Manager will oversee efforts to ensure current and future customers are aware of the products, services, programs and special offers that are relevant to their needs. The Manager will provide leadership in the development and distribution of corporate communications including CEO messages, annual reports, newsletters, operational notices and more. As a trusted advisor with a customer-centric approach, the Manager will be a key support to the member services support team, will oversee the management of CUA’s social media and digital platforms, and will develop and implement external communications strategies and initiatives in support of CUA’s Strategic Plan.

#### ***Attributes:***

As the successful candidate, you are a savvy storyteller, editor, project and relationship manager. You proactively seek out opportunities to help others – including those in other organizational functions – articulate and engage using language that reflects your organization’s points of differentiation. You are experienced at developing creative assets that inspire people to take action and have a keen interest in developing and measuring digital journeys that generate insights for continuous improvement. You thrive in an environment where clear goals are established, and strategy sits in the driver’s seat. Key to your journey and success is a strong service orientation and a natural ability to find – and make room for – great opportunities. You have an ability to remain strategic and steady, shifting priorities to deliver sound advice and impactful results.

#### ***Education/Experience:***

- Relevant Undergraduate and/or Graduate Degree with 7-10 years’ progressive experience in a marketing and communications role.
- Experience in retail or product marketing, project management, journey mapping, UX, digital platform management, editing/publishing and/or media relations is considered an asset.
- Experience in (or having a passion for) personal finance is preferred.

This is a full-time position offering competitive benefits and compensation commensurate with experience and qualifications. Closing date for this opportunity is **December 11, 2020**.

#### ***Method of Applying:***

Please apply by submitting a resume, noting salary expectations, to [careers@cua.com](mailto:careers@cua.com). While we appreciate the interest of all applicants, only those who are being considered for an interview will be contacted.