



The better way to bank

Members of the CUA Team work to create and deliver a great 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 and delivered by people who know and love our Province. CUA's continued growth and member satisfaction reflects a team of committed problem-solvers who think big and outside the box to help others take a step forward in their financial health. 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 role.

Communications Officer

Reporting to the Manager, Marketing and Communications, the Communications Officer is responsible for the development and publication of engaging content for internal and external audiences across digital platforms including CUA's website, mobile banking app and email software, maximizing CUA's ability to engage its members and stakeholders effectively and efficiently. This role conducts regular digital audits and prepares reports with recommendations for optimization and an improved digital experience based on available analytics, best practices and industry standards. The Officer is also the primary lead for coordinating the delivery of community impact programming, including *CUAdvice* content and CUA's annual grant program.

Attributes:

As the successful candidate, you are an organized, digitally savvy communicator with a passion for taking people on a journey that answers their questions, helps them gain confidence and gives them a clear next step. You have a bias for action and thrive in an environment with clear goals. You have experience in copywriting and storytelling for various media, with a writing style that is empathetic, clear, and engaging, and have the ability to change writing tones dependent on the target audience. You also have an ability to effectively measure communications activities through the development of dashboards, targets, and briefing reports that provide insights and recommendations for continuous improvement. When it comes to financial matters, you are excited about being surrounded by experts and extending their knowledge to those who need it most.

Education/Experience:

- Possess an undergraduate degree or diploma in Public Relations, Marketing, Business or Communications, with one to three years relevant experience; or equivalent combination of training and experience.
- Intermediate experience in website management, content management systems, digital journey-mapping, information architecture and Google Analytics.
- Experience in email and/or digital engagement automation software is considered an asset.

Employment Equity, Diversity & Inclusion at CUA:

CUA strives to achieve a workplace where opportunities are based on skills and abilities and recognizes the value that diversity brings. We encourage applications from all qualified candidates, including those who identify as racially visible, indigenous, women in underrepresented roles, persons with disabilities and members of the 2SLGBTQI+ community. CUA supports candidates and employees with access and accommodation needs. If you are selected for an interview and require a specific accommodation, please let us know and we would be happy to assist.

This is a full-time position offering competitive benefits and compensation commensurate with experience and qualifications.

Closing date for this opportunity is **January 28, 2025**.

Method of Applying:

Please apply by submitting a resume and writing sample to careers@cua.com as well as providing your salary expectations. While we appreciate all submissions, only those considered for an interview will be contacted. Thank you for your interest in joining the CUA Team!