



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.

### **Financial Advisor**

Reporting to the Branch Manager, the Financial Advisor is responsible to proactively lead sales and advisory services to members, maximizing the opportunity for CUA to meet all of their financial and banking needs. The Financial Advisor executes strategic business development to secure new members, particularly in target market segments defined by CUA. In addition, this position ensures that all sales and advisory services directly help members to achieve their full financial potential and also meet CUA's business objectives.

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

As the successful candidate, you have a proven ability in sales and service to financial customers/members. You thrive in an environment with clear goals established in order to meet the members' and company's objectives. You are experienced in proactively identifying and executing ways that customers'/members' needs can be better met through a strong understanding of their requirements and expert knowledge of products and services. You have excellent interpersonal and relationship management skills as well as a strong service orientation, focused on achieving exceptional service standards.

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

- Undergraduate degree or diploma in Business Administration with three to five years relevant experience in a financial institution; or, equivalent combination of training and experience.
- Experience in engaging in and securing new business from existing and prospective customers/members.
- Strong knowledge in financial advice and planning.
- Expert in general banking services, including detailed knowledge of financial products and services.

#### ***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 **May 5, 2025**.

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

Please apply by submitting a resume to [careers@cua.com](mailto: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!