



# Communication

The communication teams promote Crédit Agricole CIB's image at a global scale and assist departments in their commercial actions. The communication department is responsible for the corporate branding and content: corporate website, video and social media. The communications teams ensure the promotion of the Bank's image especially toward large clients with the corporate sponsorship and the public relations. The department is also in charge of the design and implementation of all internal communication tools and actions (intranet, Newsletters).

**Brand**  
**Press** **Digital** **Interpersonal relationship**  
**Information**  
**Events** **Responsability**  
**Listening** **Strategy** **Pedagogy**



**5** countries

**55** employees

including **25%**  
in our international network



## BUSINESS LINES

### IMAGE

Promotes the Bank's image through events and its corporate patronage policy.  
Ensures the brand's consistency and protection, in particular by defining and implementing the graphic charter and visual identity.  
Runs the campus activities and internal events.

### INFORMATION

Manages all activities that produce internal or external editorial content (activity report, brochures, newsletter, intranet site, corporate website, etc.).  
Takes charge of managerial communications in close cooperation with the Human Resources department.  
Coordinates business lines communications managers.

### PRESS & SOCIAL MEDIA

Manages media and journalists relations.  
Monitors management and staff speeches.  
Manages social media especially LinkedIn and Twitter: strategy, animation, reporting, etc.

### INTERNATIONAL NETWORK

Contributes to corporate communications content and coordinates Regional communications managers.  
Defines and steers the strategies of regional and business line communications in close coordination with the other two Competence centres.  
Steers and controls the local.

### CLIENT JOURNEY & PROJECTS

Transverse and strategic project management.  
Transformation and change management.  
Digital transformation and change management.

## Some of the positions we offer



### BUSINESS COMMUNICATION OFFICER

The mission is twofold: to help with corporate communications initiatives and to manage the communications in their remit.

Your tasks:

- ▶ to apply all the Bank's communications policies within their remit, and ensuring their implementation and coordination;
- ▶ to define the annual communications plan of their remit while taking into account the Division or relevant region's challenges and the Bank's global communication policy;
- ▶ to ensure the consistency of actions, supports and messages for all targets;
- ▶ to coordinate the plan with all communication teams;
- ▶ to implement the actions as an adviser or a coordinator;
- ▶ to make a communication watch on a quarterly basis linked to business lines and the Group issue, competition and clients;
- ▶ to steer expenses within the allocated budget and optimise the allocation of communication tools to business lines;
- ▶ to provide KPIs and reports on activities and expenses.

### EDITORIAL COMMUNICATION OFFICER

The Editorial Communication Officer's mission is to manage and produce editorial content and its media, both internally and externally.

Your tasks:

- ▶ to implement the corporate communication plan through corporate communication media: intranet site and Crédit Agricole CIB site, newsletters;
- ▶ to ensure compliance with the editorial guidelines on all our media, especially on the intranet;
- ▶ to support more specifically a portfolio of the Bank's business lines in defining their editorial communication strategy and relay their information at Crédit Agricole CIB level while ensuring compliance with the defined KPIs;
- ▶ to contribute to managerial communication actions and strategic projects;
- ▶ to monitor relations with internal service providers (design studio, technical and IT teams), external service providers (agencies), editorial correspondents and the network in compliance with budgetary and purchasing rules.

### CANDIDATE PROFILES

- ▶ University / Business or Communication Schools
- ▶ Ability to analyse and summarise
- ▶ Excellent writing skills
- ▶ Ability to work as part of a team
- ▶ Ethics & compliance
- ▶ Fluent English

Other communication's department within the Group



## The + points

**Cross-department dimension:** contact with all the Bank's business lines

**International dimension**

**Advice and expertise**

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FOR YOU...

