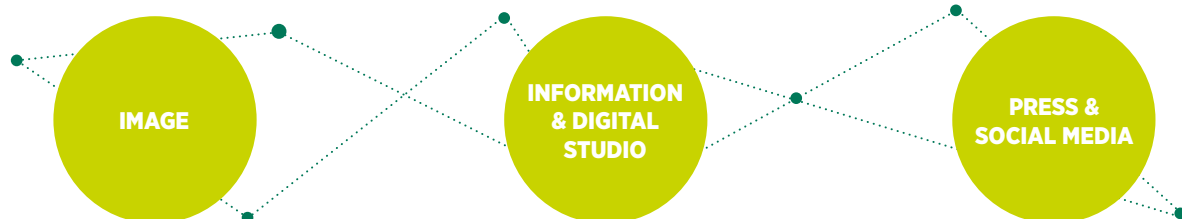


# Communication

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).



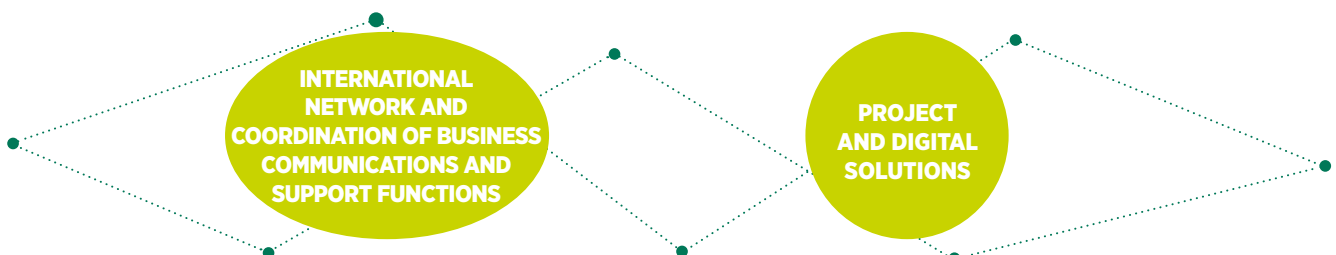
## BUSINESS LINES



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.

Manages all activities that produce internal or external editorial content (activity report, brochures, newsletter, intranet site, corporate website, etc.).  
Produce video content and podcasts.

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



Contributes to corporate communications content and coordinates Regional business lines and support functions of the bank 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.

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

## Some of the positions we offer



### BUSINESS COMMUNICATION OFFICER

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 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 Communications Officer is responsible for implementing Crédit Agricole CIB's editorial strategy across the Bank's various internal and external communication channels:

Your tasks:

- ▶ Launching and implementing the communication plan for the Bank's strategic and cross-functional projects using institutional tools and including support for change.
- ▶ Implement the corporate communication plan by writing editorial content and producing videos and podcasts in French and English using corporate communication media: Inside Live intranet, Inside News newsletters, CACIB corporate website, 60 seconds, annual report, etc.
- ▶ Ensuring compliance with editorial guidelines across all our media.
- ▶ Take charge of project management for the Content Department in connection with improvements to our tools, from briefing or operational monitoring with the technical teams through to testing before going live. For example: redesigning the website, developing the intranet site, etc.
- ▶ Monitoring relations with internal service providers (DTP, technical and IT teams), external service providers (agencies), editorial correspondents and the network, in compliance with budgetary and purchasing rules.
- ▶ Participating in management communication activities.

Monitor statistics.

The Editorial Communications officer may also be called upon to participate in other Communication Department projects.

### 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**

To apply, visit [www.jobs.ca-cib.com](http://www.jobs.ca-cib.com)



FOR YOU...

