



Position: Member & Community Engagement Advisor

Location: Various Stride Locations with Hybrid Work Possibilities

Posting Number: 2024-15

What's the Opportunity?

In this role, you will be responsible for developing and executing strategies to maintain and enhance the Stride Credit Union and Journey Wealth brands, creating a positive legacy in the communities we serve. Core responsibilities include developing, implementing and evaluating Stride Credit Union's community impact plan and member engagement and satisfaction initiatives.

What you'll get to do:

- Proactively engage with members and community stakeholders to conduct market research and member feedback initiatives. This includes, but is not limited to, overseeing surveys, member reviews, market gap analysis, focus groups, etc.
- Analyze market research and develop impact plans with identified values and priorities
- Design and oversee journey mapping for our members, ensuring strong and impactful touchpoints throughout members' lifecycles
- Design and implement community impact programs and initiatives that align with the Stride's mission and goals, ensuring we effectively address community needs
- Establish metrics and evaluation methods to assess the effectiveness of community programs and initiatives, providing regular reports on outcomes and impact
- Tell our community engagement story through the design and development of materials and reports, ensuring visibility of Stride's corporate giving initiatives

Who are we looking for?

- You have a degree or diploma in Marketing, Communications, or a related field, plus 4-years of job-related experience, or an equivalent combination of education and experience
- You have strong communication skills and excel at building relationships with a wide variety of people
- You have an innovative spirit, enjoy variety and are willing to take on new tasks and initiatives

- You are a strategic thinker and able to connect marketing initiatives with greater organizational goals
- You have a proven ability to put a creative lens on member and community initiatives
- You have an analytical mindset and stay up to date with the latest tech to support marketing initiatives

Why join Stride Credit Union?

We offer an engaging work environment where creativity and autonomy are valued. You will receive a strong compensation package including a competitive salary, eligibility for bonuses and a matched pension plan. You will also receive additional benefits, such as:

- Flexible work options
- Extended health, dental and vision benefits
- Employee banking benefits (including free chequing accounts, low interest credit card and bonus rates on deposit and lending products)
- Opportunities for professional development and career growth

If this sounds like something you are up for, we want to hear from you! Applications will be accepted up to and including Friday, September 6th, 2024. Submit your resume, quoting the posting number, and any questions you may have to careers@stridecu.ca

Stride Credit Union is committed to employing a diverse workforce and encourages all qualified individuals to apply. If you require accommodation related to the materials or activities used throughout the selection process, please let us know. We thank all candidates for their interest, however, only those selected for an interview will be contacted.