SKILLS FRAMEWORK FOR FINANCIAL SERVICES
SKILLS MAP - RELATIONSHIP MANAGEMENT DIRECTOR - PRIVATE BANKING/TEAM LEADER

Sector	Financial Services
Track	Sales, After Sales, Distribution and Relationship Management
Occupation	Relationship Manager
Job Role	**Relationship Management Director - Private Banking/Team Leader**
Job Role Description	The Relationship Management Director - Private Banking/Team Leader sets policies and guidelines to ensure that client acquisition and management are done in line with the organisation's strategic objectives. He/She sets targets for his team, drives long term client relations and ensures they provide quality advice and support. He is an industry leader and a mentor who finds opportunities to improve his team's performance and foster growth. The Relationship Management Director - Private Banking/Team Leader is an expert communicator and continuously monitors the regulatory landscape to proactively manage any areas of concern. He possesses a high degree of decorum in all his interactions and is well-regarded by his peers.

Critical Work Functions and Key Tasks / Performance Expectations

Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)
Acquire and manage portfolio of customers	Determine organisational strategies to identify new clients	If role is scoped to provide advice directly to customers on investment strategies that cover dealings in securities, futures, collective investment schemes, REITs, funds and/or capital markets, Capital Markets and Financial Advisory Services (CMFAS) certification is required. Relevant modules include but are not limited to: 1A, 1B, 2A, 3, 4A, 4B, 5, 6, 6A, 8, 8A, 10
	Drive organisational relationships with product specialists and other internal stakeholders to customise product solutions for clients	
	Drive referral strategies for new business opportunities	
	Review credit and operational risk policies to minimise any losses and articulate them to the team	
Advise customers on products, services and investment strategies	Establish policies for team members to provide financial advice to clients to meet their needs and objectives	
	Strategise ideas and opportunities to support the team in analysis of portfolio to grow wealth of clients	
	Set activity and revenue targets for the team	
	Prioritise organisation frameworks to address client needs, risk appetite and financial objectives	
	Ensure team members are trained and in compliance with internal and external regulatory requirements	
	Drive strategies for cross-selling and up-selling of products and services	
	Determine suitable service offerings that fit clients' and the organisation's strategic objectives	
Manage customer lifecycle end-to-end	Oversee client acceptance, Know Your Customer (KYC) and onboarding procedures including handling client documents	
	Expand long term relationships with clients	
	Determine client experience strategies by providing timely information and advice to address their financial needs	
	Guide team members on best practices to handle High Net Worth clients to ensure optimal level of service	
	Establish standards for team members to follow when handling escalated banking and financial transactions	
Manage team's performance targets	Design Key Performance Indicators (KPIs) using a balanced scorecard approach	
	Provide feedback, coaching and mentoring for team members	
	Attract and retain talent to strengthen the capabilities of the team	
	Provide guidance to teams to improve the depth of knowledge and level of sophistication necessary to actively engage with clients	
	Ensure team members are trained and in compliance with internal and external regulatory requirements	

Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
Account Management	Level 5	Leadership	Advanced
Benchmarking	Level 4	Developing People	Advanced
Budgeting	Level 5	Teamwork	Advanced
Business Environment Analysis	Level 5	Decision Making	Advanced
Business Negotiation	Level 5	Communication	Advanced
Business Opportunities Development	Level 5		
Business Performance Management	Level 6		
Business Planning	Level 6		
Business Risk Assessment	Level 6		
Change Management	Level 3		
Client Investment Suitability	Level 5		

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Skills and Competencies	Credit Assessment	Level 5		
	Customer Acceptance Checking and Onboarding	Level 4		
	Customer Acquisition Management	Level 5		
	Customer Experience Management	Level 5		
	Customer Relationship Management	Level 5		
	Cybersecurity	Level 3		
	Ethical Culture	Level 5		
	Market Profiling	Level 5		
	Market Specialisation	Level 4		
	Networking	Level 5		
	People Performance Management	Level 5		
	Personal Finance Advisory	Level 5		
	Portfolio and Investment Risk Management	Level 4		
	Product Advisory	Level 4		
	Risk Management	Level 4		
	Service Challenges	Level 4		
	Stakeholder Management	Level 5		
	Strategy Planning	Level 4		
	Wealth Planning Administration	Level 3		
Programme Listing	For a list of Training Programmes available for the Financial Services sector, please visit: www.skillsfuture.sg/skills-framework/financial-services			

The information contained in this document serves as a guide.