SKILLS FRAMEWORK FOR FINANCIAL SERVICES
SKILLS MAP - INVESTMENT COUNSELLOR TEAM LEAD

Sector	Financial Services
Track	Sales, After Sales, Distribution and Relationship Management
Occupation	Investment Counsellor
Job Role	**Investment Counsellor Team Lead**
Job Role Description	The Investment Counsellor Team Lead is responsible for partnering with key stakeholders across the business to oversee and coordinate the provision of product advisory services tailored to clients' needs. He/She also actively leads the formation of investment strategies and often takes part in the creation and endorsement process of new products for the team's client segments. The Investment Counsellor Team Lead possesses excellent communication skills as he needs to foster relationships with both clients and a wide range of internal stakeholders, as well as guide and influence these stakeholders to agree upon investment strategies. The role requires him to be highly knowledgeable about financial products and to be able to identify clients' needs and align these offerings to meet them.

Critical Work Functions and Key Tasks / Performance Expectations

Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)
Review client portfolio performance	Oversee accuracy and efficiency of portfolio review process, and implement process improvements where identified	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
	Keep abreast of latest market and economic trends and ensure validity of evaluation provided to clients	
	Ensure investment strategies are aligned to organisational policies and compliant with regulations	
Provide product advisory services	Oversee advisory support systems for operational efficiency and client-centric culture	
	Guide portfolio construction strategies tailored to clients' needs	
	Ensure advice provided sufficiently meets clients' needs and investment objectives to maintain and build new client relationships	
	Oversee asset allocation methodology	
Partner internal teams to develop and execute investment strategies	Lead new product idea generation and actively participate in product investment committee meetings	
	Endorse new products developed and ensure adherence to regulatory requirements	
	Oversee positioning of investment solutions delivered to clients	

Skills and Competencies

Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
Account Management	Level 5	Communication	Advanced
Business Environment Analysis	Level 5	Leadership	Advanced
Business Opportunities Development	Level 5	Service Orientation	Advanced
Client Investment Suitability	Level 5	Transdisciplinary Thinking	Advanced
Customer Acquisition Management	Level 5	Decision Making	Advanced
Customer Relationship Management	Level 5		
Ethical Culture	Level 5		
Market Research and Analysis	Level 5		
People Performance Management	Level 5		
Personal Finance Advisory	Level 5		
Product Advisory	Level 5		
Product Design and Development	Level 5		
Regulatory Compliance	Level 5		
Stakeholder Management	Level 5		

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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.