SKILLS FRAMEWORK FOR FINANCIAL SERVICES
SKILLS MAP - INVESTMENT COUNSELLOR ASSISTANT

Sector	Financial Services
Track	Sales, After Sales, Distribution and Relationship Management
Occupation	Investment Counsellor
Job Role	**Investment Counsellor Assistant**
Job Role Description	The Investment Counsellor Assistant supports client-facing teams, product teams and senior team members in putting together and executing a comprehensive investment plan tailored to client needs. He/She ensures that relevant client and market information is accurately and promptly gathered for each respective team. The Investment Counsellor Assistant is meticulous and motivated to stay updated with the latest economic and product trends, and takes the initiative to streamline relevant product-related information for specific clients. The nature of his work requires him to have strong teamwork skills as he often collaborates with many other parts of the business to deliver investment advice.

Critical Work Functions and Key Tasks / Performance Expectations

Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)
Review client portfolio performance	Update data in portfolio review templates	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
	Gather and consolidate research on market, economic and product trends	
	Review clients' portfolios with client-facing teams to develop appropriate investment strategies	
Provide product advisory services	Provide product-focused financial advisory services to clients referred from client-facing teams	
	Provide advice to clients to facilitate seamless execution of product orders	
	Provide portfolio construction services to clients referred from client-facing teams	
	Support client prospecting and client relationship management by maintaining accurate documents used for reviews and proposals	
	Communicate relevant and timely product-related information to customer networks	
	Meet with clients to determine returns expectations, risk appetites and financial goals	
Partner internal teams to develop and execute investment strategies	Communicate market feedback and clients' needs to product teams	
	Collaborate with product teams in gathering information and research materials	
	Support client-facing teams by creating investment proposal materials	

Skills and Competencies

Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
Account Management	Level 3	Communication	Intermediate
Business Environment Analysis	Level 3	Teamwork	Intermediate
Business Opportunities Development	Level 3	Service Orientation	Intermediate
Client Investment Suitability	Level 3	Problem Solving	Intermediate
Customer Acquisition Management	Level 3	Interpersonal Skills	Intermediate
Customer Relationship Management	Level 3		
Ethical Culture	Level 3		
Market Research and Analysis	Level 3		
Personal Finance Advisory	Level 3		
Product Advisory	Level 3		
Stakeholder Management	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

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The information contained in this document serves as a guide.