

SKILLS FRAMEWORK FOR FINANCIAL SERVICES SKILLS MAP - PLACEMENT MANAGER				
Sector	Financial Services			
Track	Sales, After Sales, Distribution and Relationship Management			
Occupation	Placement Executive			
Job Role	Placement Manager			
Job Role Description	<p>The Placement Manager is responsible for the overall execution of placements: negotiating with carriers to receive the best terms, conditions, coverage and pricing for the customer as well as presenting recommendations to customer teams to bind coverage. He/She also uses his risk expertise and knowledge of industry to develop placement solutions that meet customers' needs and implements the placement strategies.</p> <p>The Placement Manager possesses excellent communication and interpersonal skills and builds and maintains relationships with internal and external stakeholders which facilitates the strong execution of the role.</p>			
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Develop placement strategy	Key Tasks	
			Propose clear and effective placement strategies to achieve revenue growth	
			Implement placement strategies to achieve growth goals and provide exceptional customer service	
			Analyse customers' current and historical exposures using risk expertise to ensure appropriate product placement	
			Develop appropriate solutions tailored to customers' situations	
			Solicit quotes through negotiation with panel markets	
			Analyse quotes to ensure suitability to customer requirements	
	Manage placement of new and existing business	Engage in negotiations with carriers to ensure quotes received are in line with customer needs		
		Manage and execute placement of new and existing business		
		Provide technical support and resolve basic issues on customer accounts		
		Ensure procedural compliance with placement administration		
	Build and maintain relationships with key stakeholders	Build and maintain strong relationships with practice leaders and claims personnel as primary points of contact		
		Build and maintain strong relationships with internal customer teams to support customer retention and new business production		
		Ensure customer teams are well-informed around the impact of various options which will affect customers, and highlight recommendations		
		Ensure customer teams are updated on major developments and risks affecting various types of coverage		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Business Needs Analysis	Level 4	Communication	Intermediate
	Business Opportunities Development	Level 4	Interpersonal Skills	Advanced
	Business Performance Management	Level 4	Problem Solving	Intermediate
	Change Management	Level 4	Decision Making	Intermediate
	Customer Experience Management	Level 4	Creative Thinking	Intermediate
	Ethical Culture	Level 4		
	Market Profiling	Level 4		
	Market Risk Management	Level 4		
	Product Advisory	Level 4		
	Stakeholder Management	Level 4		
	Strategy Planning	Level 4		

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.