

# Client Relationship Manager (CRM)

## Overview of Role

**Position Title:** Client Relationship Manager

**Reports to:** Manager, Client Services

## Position Summary:

The Client Relationship Manager works with Financial Planners (FP) to assist in the development and implementation of financial strategies for clients.

The Client Relationship Manager title may be used to describe candidates entering the business with previous experience in the Financial Services industry or progressing within the business from a Graduate Client Relationship Manager role, or those who are working towards commencing their Professional Year.

This role will work closely with clients throughout the entirety of the advice process, and complete set tasks within time constraints. The CRM works closely with clients in conjunction with SFPs and FPs, forming good relationships and ensuring their knowledge of their client's circumstances remains current.

The CRM may enter the business as an experienced CRM or by growing progressing through a Graduate Client Relationship Manager role. The CRM will have developed their skills to a point where they are able to work quite autonomously with less day to day supervision required from SCRM's.

The CRM will work directly FPs and Head of Client Service in a mutually beneficial manner – the CRM will assist the FP to provide high quality client services.

The CRM will display a commitment to learning and development and the firm's vision and culture.

## Key Responsibilities

### Client Services

- Provide a point of contact for clients by answering incoming calls and handling non-advice related queries
- Assist with client related queries in line with the firm's service offerings
- Draft client communications as required by senior team members
- Proactively engage with clients, displaying courtesy and professionalism always
- Ensure that any commitments made to clients are followed through and expectations are met

**Financial Services**

- Develop an understanding of the compliance environment as set by the licensee, relevant laws, and the code of ethics – ensure all activities are completed within this framework.

**Client Management & Relationships**

- Proactively engage with clients, displaying courtesy and professionalism always
- Ensure that any commitments made to clients are followed through and expectations are met
- Ensure that the Financial Planner is kept informed of any issues which may affect a client relationship
- Meet regularly with the Financial Planner to provide in depth updates on progression of client work
- Liaise with Fund Managers, insurers etc. to collect client information and inform of any changes to the clients' financial strategy
- Coordinate client meeting bookings for the Financial Planner/s and manage all meeting requirements

**Administration**

- Maintain comprehensive and accurate client records and files
- Prepare required documentation for new and existing clients
- Produce reports as required
- Prepare documentation relating to Ongoing Advice Meeting preparation and Advice Presentation Meetings (including product reporting, new applications and amendments to existing products)
- Oversee the implementation of recommendations agreed to via Statements of Advice (ROA) and Records of Advice (ROA)
- Prepare and follow up implementation of compliance documentation relating Ongoing Fee Arrangements for existing clients

**Productivity Management**

- Effectively manage tasks and complete these in the given time
- Participate effectively in all meetings and ensure that action points assigned are completed and deadlines are met

**Learning & Development**

- Proactively display and maintain an understanding of the skills, knowledge and competencies required to perform the role at this level
- Continually assess own performance based on specific evidence and maintain an awareness of areas for further development
- Identify issues and independently seek a resolution, utilising the support and knowledge of colleagues
- Willingly work with others, using these opportunities to continually build a substantial knowledge base
- Develop a knowledge base of the products and services provided by the firm
- Work cooperatively with others, providing a positive influence

## Skills and Attributes Required to Perform this Role

<b>Experience</b>	<ul style="list-style-type: none"> <li>• 1-2 years' administration experience in Financial Services industry or other business administration roles</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• 1-2 years' administration experience in Financial Services industry or other business administration roles</li> </ul>
<b>Skills and Knowledge</b>	<ul style="list-style-type: none"> <li>• Proficient skills in operating software programs used by the firm</li> <li>• Proficient MS Office skills</li> <li>• Excellent attention to detail</li> <li>• Strong numeracy and literacy skills</li> <li>• Developing understanding of business and commercial acumen</li> <li>• Developing understanding of any technical issues, such as changes to legislation or changes in reporting requirements</li> <li>• Strong communication skills, both written and oral</li> <li>• Good interpersonal skills and a collaborative approach to dealing with issues</li> <li>• Active listener</li> <li>• Strong analytical skills</li> <li>• Able to prioritise deadlines</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Demonstrated ability to work effectively with different sorts of people</li> <li>• Strong attention to detail</li> <li>• Proactive team attitude</li> <li>• Results driven</li> </ul>

## Key Relationships

WHO	NATURE OF INTERACTION
Manager, Client Services	Reports into; Works closely with
Clients	Communicates with regularly and proactively
Financial Planners	Communicates with regularly and proactively
Client Relationship Managers and Senior Client Relationship Managers	Communicates with regularly and proactively
Regulatory Bodies	Obtains information from and provides relevant information to
Team members	Works closely with
Financial services licensee	Works co-operatively with; interacts with as required