

Assistant relationship manager – Private banking

Proficiency level

- X New Gen AI skills
- X Transferrable skills at the same proficiency level
- X New skills
- X Transferrable skills at a higher proficiency level¹

Skills Framework track	Sales, after sales, distribution and relationship management	Job function	Sales and marketing	Job family	Relationship manager – private banking
Sub-sectors	Private banking and wealth management	Expected augmentation by Gen AI	Do more and do new: Gen AI can draft responses to client inquiries and enhance the identification of suspicious transactions. Gen AI tools can also generate insights based on client and market data to support market segmentation research; output from Gen AI tools can be used directly by the Relationship Manager (Private Banking) to formulate better-informed customer outreach strategies		

Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Manage customer lifecycle end-to-end	Respond to inquiries in a timely fashion to help support positive client experiences Identify and flag suspicious transactions under account portfolio for further review Gather customer documents for KYC and onboarding procedures
Advise customers on products, services, and investment strategies	Collate documents for team members to present financial solutions to clients Demonstrate an understanding of internal and external compliance and regulatory guidelines Provide assistance in portfolio-metric reporting
Acquire and manage the portfolio of customers	Support strategies to identify new clients through market segmentation research Communicate with product specialists and other stakeholders to support customer relationships

New Gen AI skills

Prompt design	2
Gen AI principles and applications	2
Ethical and responsible Gen AI adoption	2

Additional skills required for potential redesigned role

Role 1: Investment counselor assistant (adj. ² Score: 0.73)					
Ethical culture	3	Climate change management	3	Personal finance advisory	3
Stakeholder management	3	Customer relationship management	3	Market research and analysis	3
Account management	3	Natural capital management	3	Business environment analysis	3
Business opportunities development	3	Non-financial-industry sustainability developments	3	Customer acquisition management	3
Carbon markets and decarbonization strategies management	3	Sustainable investment management	3		
Client investment suitability	3	Product advisory	3		
Role 2: KYC/Customer due diligence analyst (adj. Score: 0.55)					
Ethical culture	3	Customer relationship management	3	Taxonomy application	3
Stakeholder management	3	Service challenges	3	Continuous improvement management	3
Account management	3	Data governance	3	Regulatory compliance	3
Customer acceptance checking and onboarding	2	Regulatory risk assessment	3		

- Transferrable skills with an increase in one level of proficiency is considered easier to acquire than transferable skills with multiple levels of increase in proficiency, followed by net new additional skills. Depending on job redesign for the financial institution, the financial institution will have to pick select skills to reskill employees on, via a combination of on-the-job training and existing courses.
- Skills adjacency score.

Source: SkillsFuture Skills Framework