

Investment counselor assistant

Proficiency level		New Gen AI skills		Transferrable skills at the same proficiency level	
		New skills		Transferrable skills at a higher proficiency level ¹	
Skills Framework track	Sales, after sales, distribution and relationship management	Job function	Sales and marketing	Job family	Investment counselor
Sub-sectors	Private banking and wealth management	Expected augmentation by Gen AI	Do more and do new: Gen AI can automate the gathering and consolidation of research materials to streamline the creation of investment proposal materials, and enhance the updating of portfolio review templates; output from Gen AI tools can be used directly by either Investment counselors or to product teams, which helps to improve the delivery of product-focused financial advisory		

Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Partner internal teams to develop and execute investment strategies	Collaborate with product teams in gathering information and research materials Communicate market feedback and clients' needs to product teams Support client-facing teams by creating investment proposal materials
Review client portfolio performance	Review clients' portfolios with client-facing teams to develop appropriate investment strategies Update data in portfolio review templates Gather and consolidate research on market, economic, and product trends
Provide product advisory services	Support client prospecting and client relationship management by maintaining accurate documents for reviews and proposals Provide product-focused financial advisory services to clients referred from client-facing teams Provide portfolio construction services to clients referred from client-facing teams Communicate relevant and timely product-related information to customer networks

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: Assistant relationship manager - Private banking (adj. ² Score: 0.60)					
Ethical culture	3	Climate change management	3	Risk management	3
Stakeholder management	3	Customer relationship management	3	Customer experience management	3
Product advisory	2	Natural capital management	3	Cybersecurity	3
Account management	3	Non-financial-industry sustainability developments	3	Business negotiation	3
Business opportunities development	3	Sustainable investment management	3	Customer acceptance checking and onboarding	3
Carbon markets and decarbonization strategies management	3	Service challenges	3	Sustainability stewardship development	3
Client investment suitability	3	Market specialization	3		
Role 2: Product marketing executive (adj. Score: 0.40)					
Ethical culture	3	Sustainable insurance and re-insurance solutions and applications	3	Digital marketing	3
Stakeholder management	3	Demand and supply analysis	3	Market profiling	3
Business environment analysis	3	Customer behavior analysis	3		
Market research and analysis	3	Product marketing and branding	3		

1. 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.

2. Skills adjacency score.

Source: SkillsFuture Skills Framework

DO MORE AND DO NEW