

Relationship management director – Corporate and large MNCs

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 – corporate and large MNCs
Sub-sectors	Corporate banking, investment banking	Expected augmentation by Gen AI	Do more: Gen AI can be leveraged as an idea generation tool to encourage innovation of customized onboarding solutions and uncover strategic insights on market segmentation to facilitate critical decision-making processes. Gen AI tools can also generate personalized coaching feedback and actionable developmental areas based on sales interactions and data, to facilitate effective feedback and coaching sessions for team members (i.e., Relationship Managers and Assistant Relationship Managers)		

Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Acquire and manage clients	Strategize opportunities for the organization to develop and maintain relationships with clients to enhance the value of services provided
	Drive innovation of customized onboarding options and solutions for clients to suit their needs
	Keep abreast of global standards for due diligence and evaluate their impact on the organization
	Define focus areas for market segmentation strategies and prioritize industries and/or sub-segments for organizational growth and development
	Establish frameworks for responding to client queries relating to credit, deposits, products, and operational issues
Manage team performance targets	Provide feedback, coaching, and mentoring for team members
	Ensure team members are trained and in compliance with internal and external regulatory requirements
Provide ongoing credit analysis and support	Set frameworks to monitor credit facilities to minimise operational, credit, and fraud risk
	Establish organizational standards for credit proposals and review credit presentations
	Synergise with credit operations and risk business units to achieve viable financing solutions for clients
	Monitor teams' ongoing credit reviews to ensure the risk assets portfolio is managed in alignment with organizational thresholds
Advise clients on recommended products, services, and solutions	Oversee the development of marketing and structuring customized products, including the evaluation of solutions created by team members
	Oversee and set targets for corporate portfolios for team members to achieve maximum revenues
	Spearhead initiatives to develop team members' knowledge of sophisticated global markets, products, services, and solutions

New Gen AI skills

Gen AI strategy	5	Gen AI innovation, R&D, and innovation management	5	Prompt design	3
Leading Gen AI-enabled transformations	5	Ethical frameworks for Gen AI	5	Gen AI principles and applications	3
Gen AI data governance	5	Regulatory, legal, and risk management compliance in AI and Gen AI	5		

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.

Source: SkillsFuture Skills Framework