Relationship management director – Private banking/Team leader

Proficiency level

- X New Gen AI skills
- X New skills
- X Transferrable skills at the same proficiency level
- X 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	Relationship manager – private banking
Sub-sectors	Private banking and wealth management
Expected augmentation by Gen AI	**Do more:** Gen AI can gather and synthesize market data to propose high priority opportunity areas for client outreach and development efforts to enable business growth. 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)

DO MORE

Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Manage the customer lifecycle end-to-end	Establish standards for team members to follow when handling escalated banking and financial transactions
	Oversee client acceptance, KYC, and onboarding procedures, including handling client documents
	Determine client experience strategies by providing timely information and advice to address their financial needs
Advise customers on products, services, and investment strategies	Determine suitable service offerings that fit clients' and the organization's strategic objectives
	Establish policies for team members to provide financial advice to clients to meet their needs and objectives
	Strategize ideas and opportunities to support the team in portfolio analyses and grow client wealth
	Drive strategies for cross-selling and up-selling of products and services
	Prioritize organization frameworks to address client needs, risk appetite, and financial objectives
	Ensure team members are trained and comply with internal and external regulatory requirements
Manage team performance targets	Provide feedback, coaching, and mentoring for team members
	Ensure team members are trained and comply with internal and external regulatory requirements
Acquire and manage a portfolio of customers	Determine organizational strategies to identify new clients
	Review credit and operational risk policies to minimize and articulate losses to the team

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