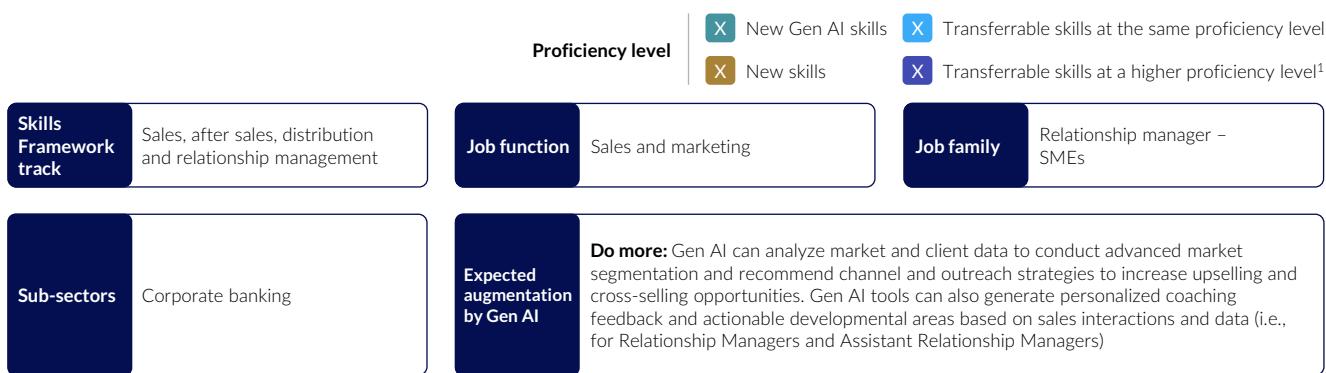


Relationship management director – SMEs



Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Provide ongoing support to clients	<p>Articulate guidelines and policies for team members to adhere to for a portfolio-based credit approach</p> <p>Review escalated credit exception cases and redirect to relevant business units for further evaluation and action if required</p>
Facilitate client onboarding processes	<p>Review and advise when necessary on due diligence, compliance and AML checks for SME clients</p> <p>Outline acceptance and onboarding criteria of SME clients for the organization</p>
Manage team's performance targets	<p>Provide feedback, coaching, and mentoring to the team</p> <p>Ensure team members are trained and comply with internal and external regulatory requirements</p>
Perform mass sales acquisition	<p>Oversee client reach approach, product exposure, and operational processes to enhance delivery to clients with a focus on closing sales</p> <p>Define channel priorities for mass sales opportunity development</p> <p>Develop strategies for team members to enhance cross-selling capabilities on bank products, services, and solutions for SME clients</p>

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		

DO MORE

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