

ROLE SPECIFICATION – PRIVATE CLIENT ADVISER

Purpose of role

Reporting to the Chief Operating Officer, this role delivers an outstanding holistic financial planning service to new and existing clients of HFMC Wealth, promoting and providing relevant advice in line with HFMC Wealth's client proposition. Working alongside two other Private Client Advisers and a high-quality and experienced support team, the role includes responsibility for managing a portfolio of existing clients, as well as developing new business from existing client relationships and other professional connections/introducers. The role is part of a broad succession plan for two advisers who have a long-term plan to retire following a 12+ month transition period working alongside the successful candidate.

About us

HFMC Wealth is a boutique wealth planner, asset manager and employee benefits specialist. As we are independent, this allows us to provide objective advice that is aligned to a client's best interests, delivered by teams steeped in financial services knowledge and experience. We have built our Company on integrity and trust, because doing what is right for our clients is best for our business.

HFMC Wealth has been awarded Corporate Chartered status by the Chartered Insurance Institute – the industry gold standard for financial planners evidencing ethical practice, professional, competent and knowledgeable advice, and a commitment to providing service and support of the highest quality.

Amongst a range of other industry awards, we are proud winners of the *Best Financial Adviser to Work for 2021* award.

Accountabilities

The Private Client Adviser must hold the requisite technical knowledge, experience and qualifications to perform the role effectively. The role comprises, but is not restricted to:

1. General responsibilities

- Achieve agreed financial targets in terms of generating fee revenue and referrals, managing client relationships and increasing responsibility for new business generation over time
- Prepare for and carry out annual suitability reviews of client's financial plans, along with more regular reviews as and when appropriate
- Ensure the production of suitability letters to document advice provided to clients
- Promote and provide advice on a full range of client circumstances and objectives
- Manage relationships with agreed clients
- Ensure that at all times company standards are being met and that advice is being provided within compliant guidelines as set by the firm and to comply with the FCA Statements of Principles and Code of Practice.

2. Client engagement

- Ensure all communication with clients, including correspondence, meetings and telephone calls, are conducted in an efficient and professional manner in accordance with the firm's

procedures and the expectations of the COO, and to ensure they are documented accordingly

- Encourage clients to select the most appropriate Client Service Proposition (CSP) to meet their needs, taking into account affordability and risk tolerance
- Ensure that client meetings and agreed CSP service standards are met or exceeded
- Build and maintain long-term relationships with new and existing clients, and with introducers.

3. Support team liaison

- Ensure sufficient client information is obtained, analysed and suitable recommendations are made following product and market research
- Ensure that the firm's standard documentation is used where appropriate and that all documentation including e-mail correspondence is saved in the client's file
- Ensure that the firm's procedures are followed, including but not exclusively Compliance, Training and Competence and Anti-Money Laundering
- Ensure that all administration is conducted in accordance with the requirements of the FCA
- Ensure familiarisation with in house software and systems, seeking assistance where necessary.

4. Business development and compliance

- Participate in the process of setting reasonable business targets, using best endeavours to achieve them
- Aim for a zero complaints record and a zero incidence of premature termination of policies and CSPs
- Be aware of the business statistics which the firm must report to the FCA and to strive to ensure that the firm's business quality standards are achieved
- Co-operate fully with the firm's Compliance Officer on all aspects of business
- Develop relationships with other professionals to foster further business.

5. Commitment and CPD

- Be prepared to work out of normal hours as required to deliver a premium service to clients
- Attain and maintain competent status as defined by the firm and the FCA, and maintain performance standards in accordance with those outlined in the T&C Scheme
- Maintain and develop knowledge and skills by participating in a robust CPD schedule balanced across the areas you are authorised to advise linked to a personal development plan as identified via the T&C activities
- Ensure that your annual CPD meets the minimum quantities as set out by the FCA (currently 35 hours annually of which a minimum of 21 hours must be structured CPD) and that it is recorded in a manner that meets the requirements of the recognised professional body who issues your SPS.

Role KPI's

- Financial performance against pre-agreed revenue targets
- % client retention
- % completion of annual suitability reviews
- File checks consistently graded one or two by compliance

- Complaints (aiming for zero complaints)

Experience and Competencies

- Chartered-level financial planner with 5+ years' experience within a planning-led IFA environment, supporting HNW clients
- Excellent working knowledge of investment, life and pensions products and associated legislation
- Comprehensive understanding of Income Tax, CGT and IHT, DC & DB transfers, and experience advising trusts/trustees, dealing with investment bonds and excellent estate planning skills
- Strong understanding of the principles of asset allocation and portfolio construction
- At least basic knowledge of esoteric products, including VCT and EIS investments and structured products
- Respect for the client at the centre of the process and a drive to deliver quality client outcomes with demonstrable experience of maintaining long-term client relationships, ideally with experience of working with an older client bank in or approaching retirement
- Experience of using Voyant cashflow modelling software
- Proven ability to generate new business via client referrals, professional introducers or other methods
- Experience of using the Transact platform and STEP qualifications will be an advantage, but are not essential.

Location: London and/or home-based [NB the majority of clients are based in the Northern Home Counties / East Anglia, so the ability to regularly travel to these areas is a pre-requisite for the role].

Hours of work: 37.5 hours per week, office hours 9am to 5.30pm. It may be necessary to work outside of normal office hours in order to meet the demands of client meetings and pressing deadlines.

Remuneration: Flexible based on experience.