



Job Description

Job Title: Financial Advisor, Financial Planning Analyst
Reports To: Branch Manager

SUMMARY

Utilize the Client Experience to guide existing clients toward financial goals and add assets under management through referral and other business opportunities. This is an exempt position.

ESSENTIAL DUTIES AND RESPONSIBILITIES: include the following. The Financial Advisor:

- Provides ethical and objective, holistic financial planning advice to clients
- Seeks to grow assets under management through referrals and new business opportunities
- Maintains consistent, documented communication with clients and uncovers changes in client circumstances with additional financial planning and gathering of assets under management
- Maintains consistent, documented communication and follow up with prospective clients as outlined by the Client Experience
- Collaborates closely with Branch Manager to analyze prospective and current client's financial situations and provide an objective and holistic financial plan to address their needs.
- As the situation requires, provide recommendations on additional planning needs which may include, but are not limited to: tax planning, education funding, insurance gap analysis, executive compensation, estate planning and generational transfers.
- Provides asset allocation recommendations and portfolio analysis for clients based on the guidance of the centralized portfolio management team.
- Determines needs and updates for clients' annual reviews and work closely with other portfolio management team members to provide a comprehensive review.
- Promotes and participates in firm-sponsored events

- Engages in networking opportunities to increase assets under management and promote FFA development
- Communicates effectively with team members and assumes responsibility for outcomes
- Documents all client interaction and firm activity with designated client relationship management system
- Coordinates needs of clients with portfolio management
- Engages with the professional advisors of clients to coordinate planning and gain referrals
- Responds to client communication (both telephone and electronic) within one business day
- Maintains required licenses and updates continuing education as necessary
- Works with the various departments including retirement plan, advanced financial planning, and fiduciary assets to coordinate opportunities for additional business growth
- Works closely with Branch Manager on annual business and marketing plan
- Works with Marketing to produce thought leadership content related to your position and financial planning
- Stays up to date on current events that impact financial planning and wealth management
- Effectively promotes the FFA Core Story to clients and potential clients
- Other duties may be assigned by the Branch Manager

COMPETENCIES AND SKILLS

- Interpersonal Savvy: Ability to engage and persuade people
- Oral and Written Communications: Excellent verbal and written communication skills
- Able to lead clients through difficult situations and hold difficult conversations
- A team player who is willing to work with others in a collaborative environment
- Present oneself and the firm in a professional manner both at work and outside of the office, including client or firm-sponsored events

- Self-starter who is organized and able to manage multiple priorities
- Action Oriented: Plan efficiently by setting goals and objectives and utilize tools, materials, and personnel support
- Business Acumen: Be knowledgeable in policies, practices, trends, technology, and information affecting his/her business and organization
- Client Focus: Establishes and maintains effective relationships with customers and gains their trust and respect by actively listening and providing professional services with integrity
- Presentation Skills: Communicates effectively, commands attention, and inspires action

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's degree, preferably in finance and/or economics
- Series 7 and Series 66 certifications
- Insurance license in state of Pennsylvania
- Accredited Investment Fiduciary® (AIF®) designation desirable
- Certified Financial Planner (CFP®) designation desirable
- Track record of working with clients in the full-time financial planning position
- Strong familiarity with a client record management (CRM) system

WORK ENVIRONMENT

FFA has been repeatedly been recognized as a top place to work because of its collegial work environment and focus on service to clients and each other. Ability to work in a collaborative, fastpaced, entrepreneurial environment will be a critical success factor for a financial advisor. As the leader of an effective client management team, the financial advisor will be expected to work closely his/her financial planning analyst and client account specialist to effectively manage all client needs and expectations. It is also expected that the financial advisor grow his/her book of business with the addition of assets under management.

Securities offered through LPL Financial, member FINRA/SIPC. Investment Advice offered through Fragasso Financial Advisors, a registered investment advisor and separate entity from LPL Financial.