



## 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.