

**JOB TITLE: Senior Financial Planner**

**STATUS: Exempt**

**DIVISION: Financial Planning**

## **GENERAL JOB DESCRIPTION**

The Senior Financial Planner plays a crucial role on our Financial Planning team, working closely with advisors, clients, and integrated service partners (e.g., tax, estate, insurance, and investments) to produce essential financial planning deliverables. This position contributes to the client experience, ensuring accuracy, consistency, and timeliness of all planning documents, and periodic direct client interactions.

## **MAJOR DUTIES AND RESPONSIBILITIES**

- Responsibilities include reviewing data entry into financial planning software, analyzing information, and preparing initial proposals and comprehensive financial plans.
- Partner with Advisors and Clients (60%)
  - Collaborate with advisors and clients to understand client objectives and gather necessary financial information.
  - Demonstrates the ability to translate financial planning analysis into actionable, client-focused strategies that deliver clear value and support informed decision-making.
  - Review initial planning needs, prioritize client goals, clarify data requirements, and help organize all relevant client documents.
  - Maintain clear communication with the team regarding case progress and any outstanding data requirements.
- Collaborate with Integrated Services (20%)
  - Coordinate with Tax, Estate Planning, Insurance, and Investment teams to collect specialized input for each client's financial plan.
  - Consolidate, summarize, and verify all information to ensure alignment with the client's goals.
  - Track case activities and maintain accurate records in Salesforce (or similar CRM).
- Create and Support Financial Planning Deliverables (10%)
  - Review client data in financial planning software (such as eMoney) ensuring accuracy and consistency.
  - Review and prepare initial proposals, plan summaries, and supporting documents based on the advisor's recommendations and the client's goals.
  - Collaborate with advisors and clients to refine and finalize comprehensive financial plans, incorporating any updates or new information.
  - Adhere to best practices and established timelines to maintain a high standard of service quality.
  - Financial plans will be drafted in accordance with our comprehensive approach to financial planning based on The Certified Financial Planner Board of Standards.

- Client Presentation Support (10%)
  - Organize and prepare meeting materials for advisor-led client presentations.
  - Participate in client meetings when necessary to present financial plans, provide detailed insights, and gather additional data.
  - Coordinate post-meeting follow-up activities, including updating client records and scheduling next steps.

## **EXPERIENCE/CREDENTIALS**

- Bachelor's degree in finance, financial planning, economics, or related field (or equivalent work experience).
- 5+ years of direct financial planning experience working directly with wealth management clients and/or services.
- Certified Financial Planner™ (CFP®) designation required.
- Mastery with eMoney or other financial planning software.

## **COMPETENCIES**

- High attention to detail and accuracy.
- Must be able to elevate issues and ask questions when appropriate, take ownership of work product and be aware of how our work affects the organization.
- Effectively delivers financial planning strategies that create tangible client value by combining technical planning expertise with clear communication and practical implementation considerations
- Must be able to appropriately prioritize and organize multiple tasks in a complex and dynamic environment.
- Strong organizational skills, multitasking, accuracy, service-minded, and meticulous adherence to details required.
- Ability to work independently as well as part of a team. A strong commitment to providing exceptional client service and continuing professional development.
- Excellent verbal and written communication skills; enjoys collaborative teamwork.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint); experience with Salesforce or similar CRM is advantageous.
- Must be in good compliance standing with all relevant regulations, rules, and internal policies.