



228 N 2nd Ave SW Rome, Georgia 30165
706-236-2123

Job Description – Wealth Advisor

Exempt Status: Exempt full-time position

Reports to: SVP / Wealth Operations Program Manager

Position Summary: The Wealth Advisor will focus on financial planning, money management, insurance and investment sales & is responsible for establishing value-added relationships with customers to understand their financial needs and to offer solutions for those needs. The duties include meeting with clients to provide an investment plan by gathering their financial data & developing plans based on their goals, risk tolerance & time horizon. Additional duties include business development for new client acquisition, as well as bank branch team training & development.

Key Duties & Responsibilities

- Sell effectively by establishing relationships with customers. Based on individualized needs analysis, prepares recommendations for customized financial solutions to current and potential customers.
- Uses technology and sales tools to conduct the analysis and offer the best advice and products with clear customer understanding of solutions.
- Delivers a diversified set of brokerage, investment and insurance and advice-based solutions with a financial planning mindset to meet the individualized investment needs of current and potential customers.
- Increases assets under management by offering investment and insurance solutions to clients and leveraging partnerships in Retail, Business Banking and Wealth to increase referrals.
- Performs market research to stay current with financial trends.
- Maintains knowledge of all compliance rules and regulations in the financial industry & applies the knowledge in client interaction & operational procedures.

Business Development

- Prospect within the financial institution by establishing relationships with customer contact associates to find appropriate customers and introduce them.
- Prospect outside the financial institution to bring in new customer relationships.
- Engage in relationship management activities so that relationships are nurtured and expanded, additional needs are met, and friends and relatives are freely referred.
- Utilize the company Business Development Play book.
- Engage in community service activities.
- Participate in bank events with clients, prospects, and team members.
- Participate in bank team meetings to train teams on the referral process and current market conditions.

Knowledge, Skills & Abilities

- Bachelor's degree in finance or related field preferred.
- Licenses: FINRA Series 7, 63 and 65 or 66 incl Life and Health Insurance designation
- Proficiency with word processing, spreadsheet, database and financial planning software.
- Analytical thinking skills and the ability to assess clients' needs.

- Excellent communication abilities, including writing, speaking and active listening.
- Effective sales, presentation and customer service skills.
- Good organization and time management skills.
- Ability to interact with co-workers, and customers in a highly professional manner.
- Must display traits such as honesty, work ethic and team-orientation.
- Must have the relevant product knowledge and required skills to execute and be successful.

Additional Notes:

This position requires a background check. If you are licensed and if you have a prior bankruptcy, U-4 disclosures, credit issues, criminal convictions, civil judgments, pending litigation, termination from a previous employer, or any other matter subject to FINRA disclosure regulations, you must disclose these items during the pre-screening process.