

Senior Trust Advisor

Position Title: Senior Trust Advisor	Level: TBD	Employee: TBD
Department: Estate & Trust Services	Reports to: Regional Market Lead	Date: July 2018

PURPOSE

- Responsible for achieving profitable business results through the development and retention of a book of U/HNW clients within specific territory. Results will be achieved through a relationship management approach with clients and partners within the local/regional marketplace.
- Work in partnership with Regional Manager within a team environment to implement strategies, processes and sales management disciplines achieving sustainable earnings and revenue growth.
- Act as the local resource for the estate and trust needs of the (U)HNW client segment in order to maximize revenue and productivity opportunities for Estate & Trust Services. Act as the Trust Expert within specific territory, sharing best practices with national counterparts.
- Responsible for managing the overall risk of the assigned portfolio.
- Leverages cross-selling opportunities by managing/developing strong relationships with existing/prospective clients and centres of influence.
- The portfolio of clients is managed through a personalized and confidential approach focused on the discovery and understanding of client needs, goals and objectives providing a proactive approach to financial advice, solution development, and plan implementation.
- The Senior Trust Advisor will work in a matrix team environment ensuring there is adequate coverage to always maintain high levels of client service and appropriate levels of client relationship, fiduciary and transactional risk management. Ensures all clients and structures within their portfolio are managed by a Trust Officer who will ensure that fiduciary management is executed in a timely and proper way in accordance with policies and procedures.
- Enhance customer loyalty while leveraging full RBC Financial Group capabilities to ensure efficient administration of the Estate and Trust Services business.

PRIMARY RESPONSIBILITIES

Client Experience through relationship management

- Create exceptional client experience by providing superior service and comprehensive fiduciary solutions that meet client needs/goals.
- Develop proactive client contact strategies for each client to ensure broadening of the client relationship to the next generation and with RBC Wealth Management (RBCWM) and RBC Group of Companies through ongoing client discovery.
- Ensure client strategic objectives are known, reviewed and a documented client action plan is set up customized to the client's unique situation. Action Plans are communicated on a regular basis with clients and partners to ensure seamless integrated RBC planning.
- Identify any referral opportunities to appropriate Professionals across the RBC network and other Centres of Influences (COIs) where appropriate
- Ensure the process for new business take on is efficient and seamless to the client and client's professional advisor (where appropriate).
- Demonstrate a commitment to taking ownership and accountability for efficient client problem resolution.
- The Senior Trust Advisor is the steward of the client portfolio and is accountable and responsible for the overall client relationship management.

Accelerating Business Results

- Together with Regional Manager develop and execute against a well thought out and robust business plan and approach within market to actively seeking new business opportunities
- Develop and maintain centers of influence and internal RBC partnerships to drive referrals and new client acquisition.
- Leverage effective pricing strategies within prescribed guidelines, maintaining a balance between sales results, portfolio profitability, relationship building and client risk.

AUTHORITIES, IMPACT, RISK

- Operate within discretionary limits and pricing guidelines
- Growth of share of wallet
- Deeper penetration of U(HNW) client segment

KEY RELATIONSHIPS

Key Internal:

- Regional Market Lead and Direct team members
- E&T Services employees (PPG, Administration, Tax, TIG, Strategy & Initiatives)
- Policy & Risk Management teams
- RBC Wealth Management partners – (DS, PH&N, Private Banking)
- Solution and product specialists within RBC WM and across RBC Group of Companies
- RBC Functional support as required (HR)

Key External:

- Clients, beneficiaries, their agents and professional advisors
- Centres of Influence (Accountants, Lawyers, Trustees, Family Offices, etc.)
- Industry and/or cultural forums and business associations
- Financial institutions, lawyers, notaries, and investment managers

- Maintain and maximize a Pipeline of new business opportunities in order to increase sales and improve retention; regularly review & assess with Manager.
- Proactively identify product and solutions opportunities for clients, including new product launches.

Capability & Engagement

- Demonstrate personal commitment to ensure skills/knowledge/ accreditations are up-to-date and meet position requirements.
- Establish cohesive peer relationships among sales, service and administrative support teams including specialist partnerships.
- Participate in bank and industry events, to continue to build industry and professional expertise.
- Assist in ensuring employees within team are able to achieve their potential through effective coaching, mentoring, communication and training and development activities to meet client needs. Be part of a mentorship program to help employees discover and develop their career paths.
- Assist Regional Manager in establishing goals for employees within team that are clearly defined, measurable, achievable and align them with the overall business' strategic priorities
- Accountable for respecting, understanding and reinforcing role clarity concerning responsibilities and accountabilities of team members where appropriate and applicable.

Operational and Risk Management

- Exercise due diligence in following procedures relative to RBC policy, procedures and guidelines including Estate & Trust Services policies and procedures.
- Maintain awareness of opportunities to determine areas of operational risk or potential losses. Recommend and implement action plans to address and/or correct.
- Exercise integrity and strictly adhere to procedures applicable to the scripting of clients and client business.

JOB SPECIFICATIONS

- 8-10 Years providing Trust & Estate related value added advice to clients

Key Competencies Required:**Client Impact:**

- Applies an understanding of client needs and takes action to meeting or exceeding their expectations evidenced through superior listening, verbal, and written communication skills
- Emotional intelligence – builds trust & respect through trusted advisor relationships

Execution Excellence:

- Ability to design & manage broad wealth-planning & tailor-made solutions
- Strong entrepreneurial desire with proven Relationship Management/Marketing /Sales development capabilities – biased to action – goal oriented – driver – strong acquisition and business development skills – consistently deliver results
- Demonstrated presentation skills
- Understands business risks and exhibits sound judgment and timely decision-making capabilities
- Ability to negotiate and price effectively

Collaboration:

- Ability to network and operate within diverse, multi-functional team environment in order to create more effective outcomes
- Demonstrated partnering and ability to leverage and optimize resources effectively
- Ability to work effectively with others and perceived as a professional business partner with clients and co-workers
- Established internal and external business network

WORKING CONDITIONS (Legislative Requirement)

- Dynamic and cultural team environment
- Working beyond normal business hours due to travel and meeting tight client time-lines
- Meet clients in their preferred locations (business, home, office)
- Collaborative approach to meeting and servicing client needs

Technical: (to be reviewed)

- Specialized knowledge of trust and related administration, tax rules and planning opportunities
- Specialized knowledge of common and civil law related to testamentary and inter vivos trusts for the responsible provincial area
- Demonstrated ability in managing complex personal and family dynamics, the grieving process and dealing with conflict
- Ability to communicate with clients about general investment, estate, financial, trust, taxation issues including economic conditions
- Designated or Accredited as a Senior Trust Officer
- Canadian Securities Course
- University Degree or equivalent
- Possesses or working towards a TEP, PFP designation preferred
- Extensive knowledge of Domestic Trust Services and general knowledge of International Trust services with the ability to maintain current on related issues
- Solid base in values based selling, sales process (funnel management), tools and tracking
- General knowledge of both Bank and RBCI products and services
- Technological literacy

TIME ALLOCATION

Provide percentage breakdown of key responsibilities. This may vary depending on the size and complexity of the book of clients.

- Business Development – 55%
- Relationship Management - 25%
- Operational – 15%
- Self-Development and Mentorship within team – 5%%

What is the opportunity?

As Senior Trust Advisor, you will be responsible for achieving profitable business results through the development and retention of a book of U/HNW clients within a specific territory. Results will be achieved through a relationship management approach with clients and partners within the local/regional marketplace. You will also work in partnership with the Regional Manager to implement strategies, processes and sales management disciplines achieving sustainable earnings and revenue growth.

What will you do?

- Create an exceptional client experience by providing superior service and comprehensive fiduciary solutions that meet client needs/goals.
- Develop proactive client contact strategies for each client to ensure broadening of the client relationship to the next generation and with RBC Wealth Management (RBCWM) and RBC Group of Companies through ongoing client discovery.
- Ensure client strategic objectives are known, reviewed and a documented client action plan is set up customized to the client's unique situation. Action Plans are communicated on a regular basis with clients and partners to ensure seamless integrated RBC planning.
- Identify any referral opportunities to appropriate Professionals across the RBC network and other Centers of Influences (COIs) where appropriate
- Demonstrate a commitment to taking ownership and accountability for efficient client problem resolution.
- Develop and maintain centers of influence and internal RBC partnerships to drive referrals and new client acquisition.
- develop and execute against a well thought out and robust business plan and approach within market to actively seeking new business opportunities
- Assist Regional Manager in establishing goals for employees within team that are clearly defined, measurable, achievable and align them with the overall business' strategic priorities

What do you need to succeed?

Must-have

- 8-10 Years providing Trust & Estate related advice to clients
- Possess or work towards TEP Designation (Trust and Estate Practitioner)
- University Degree or Equivalent
- Designated or Accredited as a Senior Trust Officer

Nice-to-have

- Canadian Securities Course
- 3-5 years' experience with valued based selling

What's in it for you?

We thrive on the challenge to be our best, progressive thinking to keep growing, and working together to deliver trusted advice to help our clients thrive and communities prosper. We care about each other, reaching our potential, making a difference to our communities, and achieving success that is mutual.

- Challenging work
- Variety of assignments
- Financial strength and a strong brand
- Prestige
- Management that supports your work and progression

To apply, please click the link below.

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