



October 2024

# Job Description

**Title: Paraplanner**

**Company: Wren Sterling Financial Planning Limited**

**Reports To: Manager - Paraplanning**

## Company Overview

Wren Sterling is a progressive UK-wide independent financial advice business. In complex markets that change frequently, we help our Corporate and Personal clients make the right financial choices through the provision of independent financial advice which is uniquely tailored to their specific needs. Wren Sterling specialises in all aspects of savings, investments, and retirement planning to individuals. Through successful partnerships with Building Societies, we deliver independent financial advice to their customers. For corporate clients we provide advice on engaging employees through the provision of group risk, protection, and other employee benefit solutions.

## Role Overview

A Paraplanner is regarded to be a technical and motivated individual working closely with a team of financial advisers to provide research and report writing. The Paraplanner will work as an integral part of the support team providing the advisers and their clients with a professional and efficient service.

## Role Competencies

	Influencer	Achiever	Developer
Business Ethics		X	
Communication		X	
Organisation		X	
Customer Service			X
Leadership		X	
Teamwork		X	
Technology			X
Expertise		X	

## Qualifications

### Essential:

- 5 GCSEs passes or equivalent including English and Maths
- Attainment of or studying towards Diploma in Financial Planning

## Principle Objectives & Responsibilities

Include the following but not exclusive to:

The role of the Paraplanner can be broken down into key parts:

### Understanding our clients' financial situation & objectives

- Providing research, analysis & technical support
- Preparing recommendation reports
- Maintaining client records
- Analyse clients' circumstances, objectives & risk profile
- Identify missing client information pertinent to formulating recommendations
- Liaise with financial advisers to query/challenge proposed recommendations where necessary

### Providing research, analysis & technical support

- Provide research on all relevant advice areas, products, and investment solutions
- Prepare information / comparisons, ready for analysis by the adviser
- Use of company-approved research systems to assist analysis
- Cashflow modelling analysis

### Preparing recommendation reports

- Produce client suitability reports confirming new recommendations in accordance with the Company's internal standards and compliance procedures
- Obtain accurate illustrations, key features, and other relevant paperwork for advisers' presentation meetings with clients
- Assist in the completion of remedial actions following quality checking

### Maintaining client records

- Maintain accurate and up-to-date client and plan records on back-office system
- Ensure all relevant documentation and correspondence is uploaded to the correct client records on the back-office system and named in accordance with Company procedures
- Create, manage, and complete tasks on the back-office system in accordance with Company procedures

Completion of other reasonable duties, as defined by the Senior Management Team.

## Knowledge Required

- General knowledge across a wide range of financial planning areas such as pensions, investments, protection, and estate-planning (including use of Trusts)
- Experience in an IFA/Wealth Management environment
- For Paraplanners involved in corporate client work:
  - General knowledge of the employee benefits/corporate pensions/business protection markets
  - Experience in an employee benefits/corporate pensions environment



## Skills Required

### Essential skills:

- Communication (min: achiever): Able to adapt the language, style and method of communication depending on the needs of the client or colleague
- Organisation (min: achiever): Can prioritise daily tasks, and restructure day as ad-hoc duties require, arranging client related tasks as a priority
- Customer Service (min: developer): Understand what good customer service is and prioritise customer work to deliver good service
- Teamwork & Collaboration (min: developer): Understand the importance of teamwork and how collaboration can improve outcomes.
- Technology (min: developer): Understand and be able to use technology for the role effectively
- Expertise (min: developer): Has required expertise to do the role and understand areas for improvement & looking for opportunities to develop.

### Desirable skills:

- Experience of Intelligent Office back-office system
- Experience of Finametrica, O&M Profiler, Defaqto and FE Analytics or equivalent research tools
- Experience in cashflow modelling

## Key performance Indicators

The performance of the staff member assigned to this job role function shall be measured by:

- Individual / Team meets financial targets, KPIs and SLAs
- Internal and external customer satisfaction measures
- Feedback from senior colleagues, advisers and team members
- Adherence to all company policies and procedures
- Adherence to compliance and other legal regulatory processes

The above statements are intended to describe the general nature and level of work being performed by the person taking the role of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of the position.

