Seeking: **Associate Investment Advisor**
Victoria, BC

Who we are

HDF Wealth Management is a Victoria, BC based asset management firm that provides a wide range of financial services to a substantial and diversified client base that includes corporations, financial institutions, medical professionals and high-net-worth individuals. Founded in 2007, the firm combines the expertise of our experienced financial advisory team with the backing of Sun Life Financial Inc. one of Canada's top publicly traded Financial firm. We offer both institutional and private investors custom tailored financial strategies provided with confidence in our client-focused, independent spirit.

HDF Wealth Management is seeking a qualified Associate Investment Advisor to work in our Victoria downtown office.

HDF Wealth has been recognized as one of the top performing team within Sun Life Financial since 2008. We oversee insurance and provide capital management for over 250 institutions and high net worth individuals in the greater Victoria and Lower Mainland. Our team delivers three core value points to our clients: Capital Preservation, Advice and Efficiency of Yield. We are a professional and dedicated group, who think outside-the-box and show up to work every day with a positive attitude and drive to grow our business.

Our work is fast-paced and requires individuals to be proactive and have strong business acumen. This position demands sharp attention to detail and well-developed interpersonal skills and requires you to have a strong work ethic and positive attitude that contributes to growing our business at a fast pace.

Basic Qualifications

- An undergraduate degree in Business, Accounting or Finance (CPA, LLC, CIM, CFP, CFA)
- Must complete MFDA and LLQP Life Licensed
- 3-5 years' experience in investment management related field;
- Experience reviewing legal documentation including but not limited to trust agreements, partnership agreements, investment portfolio, Wills and corporate structure

COMPETENCIES

• Functional Expertise - Keeps current with emerging business, economic and market trends
• Technical Skills - Demonstrates strong technical skills required for the role, pays attention to detail, takes initiative to broaden his/her knowledge and demonstrates appropriate financial/analytical skills
• Drive and Motivation - Successfully handles multiple tasks, takes initiative to improve his/her own performance, works intensely towards extremely challenging goals and persists in the face of obstacles or setbacks
• Client and Business Focus - Effectively handles difficult requests, builds trusting, long-term relationships with clients, helps the client to identify/define needs and manages client/business expectations. Known as a trusted advisor and can maintain/handle confidential information
• Teamwork – Gives evidence of being a strong team player, collaborates with others within and across teams, encourages other team members to participate and contribute and acknowledges

others' contributions
• Communication Skills - Communicates what is relevant and important in a clear and concise manner and shares information/new ideas with others
• Judgment and Problem solving - Thinks ahead, anticipates questions, plans for contingencies, finds alternative solutions and identifies clear objectives. Sees the big picture and effectively analyses complex issues
• Creativity/Innovation - Looks for new ways to improve current processes and develop creative solutions that are grounded in reality and have practical value
• Influencing Outcomes - Presents sound, persuasive rationale for ideas or opinions. Takes a position on issues and influences others' opinions and presents persuasive recommendations

1. Client Relationship Management

* Delivering exceptional client experience and the wealth advisory value proposition
* Developing a professional, mutually beneficial and profitable relationship between the client and HDF Wealth and its affiliates
* Conducting ongoing wealth conversations with clients, developing and sustaining an intimate and ongoing understanding of client life goals, circumstances and wealth needs
* Providing life-based wealth advice and solutions, focusing on enabling client goals
* Based on an intimate understanding of their clients' situation, identifying and capitalizing on new business opportunities throughout the lifecycle of client relationships
* Consistently delivering the desired client experience during all client interactions
* Using strong knowledge of the HDF Wealth Group and its affiliates diverse products and services, to ensure the client's needs are well understood, documented and satisfied
* As the primary relationship manager, acting as the central point of contact for all client needs
* Directing and utilizing the team of experts to deliver on wealth strategies and wealth value promise
* Partnering with all internal product/service business partners, as required ensuring client needs are met
* Actively listening and seeking client feedback on products, services and the delivery of client experience
* Consistently executing on HDF Wealth service standards regarding proactive contact, central client point of contact, recording and maintaining the Sales Force database
* Responding to client and Senior Management inquiries, resolving problem situations autonomously when they arise
* Proactively identifying and implementing strategies to address client needs
* Monitoring of client accounts to ensure optimal profitability is maintained in each relationship

2. Investment Management

* Utilizing the KYC process and Investment Profile Questionnaire to develop an in-depth understanding of client's needs and determining the appropriate asset allocation model based on needs, risk tolerance and short/medium and long term objectives
* Recommending an appropriate investment asset mix aligned with life goals, income needs, tax planning, return expectations and risk tolerance that fulfills client objectives
* Collaborating with the HDF Wealth affiliates and using defined investment management processes to communicate advice to clients on their strategic asset allocation, models and underlying investment portfolio
* Regularly monitoring client investment portfolios
* Actively managing the client's Financial Plan and wealth strategy and participating in the client's annual financial planning review process

3. Business Development

* Developing and managing business plans including sales targets and marketing strategies for prospective and existing clients
* Using HDF Wealth defined business development and sales planning process to find and attract new clients, as well as consolidate assets from existing clients in order to increase market share
* Partnering with the Business Development team in the business acquisition process
* Actively promoting and marketing the development of HDF Wealth's book of business
* Identifying new business opportunities to gather additional assets and/or increase revenue
* Executing on marketing strategies to attract and retain valuable clients by providing internal/external professional presentations and reports for growing relationships and conducting prospect meetings
* Developing acquisition strategies, managing and maintaining a prospect sales opportunity pipeline in order to generate sustainable and profitable growth. This includes effective follow-up with prospects/referrals for any unsuccessful opportunities
* Building and maintaining an awareness of local market and general economic conditions
* Liaising with industry specialists to stay abreast of new enhancements, products and services, as necessary
* Participating in local professional and community events and associations to develop and expand network of contacts
* Meeting with key industry and business leaders to identify prospects and referrals from internal and external networks / Centres of Influence (COI)
* Collaborating and networking with internal and external stakeholders
* Identifying referral opportunities for HDF Wealth Group affiliate, and other key partners
* Representing HDF Wealth at various business development events, internal and external presentations

4. Risk Management/Compliance

* Maintaining awareness and ensuring compliance/adherence to all procedures, regulatory activities and guidelines including Privacy, Anti-Money Laundering, Anti-Terrorist Financing, FCAC, Know your Client, Occupational Health & Safety, Guidelines for Business Conduct and DNCL
* Minimizing the HDF Wealth Group's overall exposure to risk
* Maintaining client portfolios in accordance with established firm strategy which includes, utilizing the Managed Solutions Portfolios and pools, focusing on client segmentation and client's risk appetite
* Ensuring the suitability of wealth strategy and investment recommendations and alignment with clients' financial goals, objectives and risk levels
* Adhering to the firm's standards, policies and business practices to ensure that HDF Wealth is meeting the appropriate regulatory and compliance requirements as they relate to both new and existing accounts
* Escalating, documenting and reporting any unusual occurrences, suspicious or fraudulent activities, as per established procedures

5. Team Management / Membership

* Providing strong team leadership / management to Investment Advisors and team members
* Fostering and developing a strong, positive team environment, driving employee empowerment, innovation and a high degree of engagement
* Exhibiting an ability to listen, negotiate and communicate goals
* Sharing knowledge, experience and responsibility with employees in a drive for the highest standards of professionalism and service excellence
* Ensuring the performance management process is in place and employee development is a

priority for all employees
* Regularly scheduling and executing on going reviews and analysis with associates
* Identifying and supporting training and developmental needs of team members.
* Contributing to the effective and positive functioning of the HDF Wealth team and partners
* Building effective working relationships across the team and with various business line, internal and external stakeholders
* Maintaining a high level of client service and effectively resolving / escalating client issues as required
* Facilitating a culture of open and honest communication
* Actively participating and contributing to coaching sessions, touchbases and team meetings
* Encouraging the generation of new ideas and approaches
* Actively sharing knowledge and experience to enhance the development of all team members
* Developing and executing a meaningful employee development plan.

Send resume to: info@hdfwealth.com