# JOB TITLE:  *WEST*consin Investment Advisors Representative

## Reports To:  Vice President – *WEST*consin Investment Advisors

## Status:  Exempt

## Date:  08/2011

**SUMMARY:**  Serves the financial management and planning needs of credit union members utilizing a Total-Needs Based selling approach.  Helps members identify financial goals and objectives from face-to-face financial analysis and identifying appropriate insurance and securities products to meet the member’s goals and objectives.

**ESSENTIAL INSIDER RESPONSIBILITIES:**  Adheres to established policies and procedures; keeps member account and *WEST*consin Credit Union information confidential; and handles personal finances in a businesslike manner.

**ESSENTIAL SERVICE RESPONSIBILITIES:**  Greets members professionally and courteously whether in person, over the telephone, through electronic communication, or by letter; smiles and maintains eye contact for personal contact; wears *WEST*consin Credit Union name tag and uses members’ names; shows a desire to help by listening carefully to members; and thanks members after assisting them.  Interacts with other *WEST*consin Credit Union employees with the same respect.

**ESSENTIAL SALES RESPONSIBILITIES:**  Understands and offers *WEST*consin Credit Union and other insurance and investment products to members that will help them achieve financial success.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** may include the following.  Other duties may be assigned.

1. cultivates strong working relationships and builds trust among credit union staff and members along with other key local people in the credit union movement, including attending and participating in staff meetings and other credit union staff functions
2. implement the phases of the Marketing Plan to consistently generate a minimum of 15-20 appointments/interviews per week with members
3. follows the sales process and procedures as established through the *WEST*consin Investment Advisors program, including utilizing a Total-Needs Based selling approach and establishing a relationship with continuous periodic reviews
4. follows the established insurance and securities compliance guidelines, and strictly adheres to all company policies and regulations
5. follows established policies and procedures of ethical market conduct; conducts business according to high standards of honesty, fairness, and integrity and renders services to customers in the same manner in which we would demand for ourselves in the same circumstance
6. follows the established guidelines for maintaining client files in accordance with company practices and NASD requirements
7. meets credit union cross-selling goals
8. presents a professional image from a personal and professional level
9. sets and monitors personal goals
10. responds to employee and member questions, concerns, and complaints
11. completes annual training of all required compliance regulations, including the BSA, and adheres to the regulations
12. keeps supervisor informed of issues
13. resolves problems
14. recommends policy and procedure changes and additions
15. reads industry information and attends related courses and seminars
16. attends and participates in product knowledge, sales, and other meetings; and trains other *WEST*consin Credit Union employees
17. completes Online Training Assignments and participates in additional forms of personal development
18. participates in local activities to promote *WEST*consin Credit Union and to support the community
19. devotes the time required to get the job done, which may include evenings and weekends

**RESIDENCY REQUIREMENT:**  None.

**QUALIFICATIONS:**  To perform this job successfully, an employee must be able to perform each essential duty satisfactorily.  The requirements listed below are representative of the knowledge, skill, and ability required.  Reasonable accommodations may be made to enable employees with disabilities to perform the essential functions.

**EDUCATION AND EXPERIENCE:**  Bachelor’s degree from four-year college or university and two years of related experience; or Associate’s degree from two-year college or technical school and four years of related experience; or six year of related experience; or a combination of six years of related education and experience.

**COMMUNICATION SKILLS:**  Ability to read, analyze, and interpret technical journals, financial reports, and legal documents; to respond to common inquiries and complaints from members, outside contacts, and other *WEST*consin Credit Union employees; to write and prepare presentations; and to effectively present information and respond to questions from groups of members, outside contacts, Corporate Officers, and other *WEST*consin Credit Union employees.

**EQUIPMENT SKILLS:**  Ability to operate multiline telephone system with voice mail, fax machine, calculator, and copy machine; to complete file maintenance, post transactions, work with specific department software, and create reports on computer system; and to type intermediate level documents in Microsoft Word and create intermediate level spreadsheets in Microsoft Excel.

**LICENSES REQUIRED:**  NASD Registration: Series 6, 7, 63, and Series 65 or 66 required.  NASD Registration: State of WI and MN Life and Health Insurance License; LUTCF, CLU, ChFC or CFP designation or working towards the completion of one of these programs; and a valid driver's license.

**PHYSICAL DEMANDS:**  The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.  Reasonable accommodations may be made to enable employees with disabilities to perform the essential functions.

* Bending – will spend under 1/3 amount of time on the job
* Lifting – will spend under 1/3 amount of time on the job, may lift up to 50 pounds
* Reaching – will spend under 1/3 amount of time on the job
* Sitting – will spend over 2/3 amount of time on the job
* Standing – will spend under 1/3 amount of time on the job
* Walking – will spend under 1/3 amount of time on the job

**WORK ENVIRONMENT:**  Work is performed largely in a pleasant office environment with minimal chance for personal injury and moderate noise level.  There may be occasions when the work environment is stressful.  Work hours will normally be from Monday through Saturday and may change depending upon our need.  Travel may be required.  Reasonable accommodations may be made to enable employees with disabilities to perform the essential functions.