



## VP of Advisory Services

<b>Job Title:</b>	VP of Advisory Services	<b>Company:</b>	Centura Wealth Advisory
<b>Supervisor:</b>	Derek Myron	<b>Division/Department:</b>	Business Development
<b>FLSA Status:</b>	Exempt	<b>Last Revision Date:</b>	April 04, 2021

### Job Description and Characteristic Profile:

Centura Wealth Advisory is seeking a Vice President of Advisory Services to be a key management member and leader of our consulting and client-facing advisory team. Centura is a boutique RIA serving both high net-worth and ultra-high net-worth individuals/families. We hire optimistic, resourceful, result-oriented, and adaptable people with the desire to help our clients, their teammates, and themselves succeed.

The Vice President of Advisory Services is responsible driving both organic and inorganic growth of the firm's expansion to a multibillion-dollar RIA. In this capacity, he/she will source, cultivate, and qualify Merger, Acquisition, and Tuck-in (MAT) opportunities, assist in sourcing new retail clients, as well as provide Sales Management, Coaching, and Training to advisors, teams, and other members of the client-facing organization. The VP of Advisory Services will have shown a proven track record of growing RIAs, consultative sales processes, and for working with and coaching and leading teams.

The focus of this job is making connections with people, motivating and inspiring them to achieve results. Poise and an engaging, empathetic communication style based on natural warmth and enthusiasm is the key to achieving the goals of this job. The work involves driving toward results by enrolling the commitment and buy-in of others. While the job requires strong quantitative skills, initiative and self-direction, results are only achieved with and through people.

A sincere appreciation for people and how they are uniquely motivated is the foundation for designing and implementing interactive communication and decision-making processes. Knowledge and skill in how to successfully influence and persuade others by understanding how their individual needs and motivations link to goals is essential. The job requires a high degree of "selling", whether of ideas and policies within the organization, or products or services in the marketplace. The job environment is fast paced and results oriented. While there is urgency to goal achievement, responsibility for the achievement of results needs to be shared and effectively delegated when necessary. Initiating projects and processes beyond established organization practices will often require training and developing others and enlisting their support by using a "selling" rather "telling" communication style.

A self-confident, extroverted style that can enliven, engage and positively impact individuals and groups is essential. The job has variety of tasks and is dynamic and changing. Because goals and desired results can quickly change, the job requires regularly meeting and pro-actively establishing relationships with new groups. The ability to understand, quickly react and motivate others to adapt to the changing organization environment is a critical key to success. In general, the core of this position requires a motivated and motivating team builder and organization developer.

### Key Success Factors:

The successful candidate will be able to demonstrate the following KSFs:



- Meets or exceeds goals for inorganic growth of advisors, AUM and clients.
  - Achieves annual plan for new business goals, and tracks/monitors progress towards achieving the goal, makes adjustments as needed to adapt to new information, competitive intelligence, points of friction or failure.
  - Develops process, collateral, and systems to support sales and integration activities.
- Identifies, cultivates, and wins new UHNW retail client opportunities through COIs, business networks, and other client referrals.
- Able to coach and support advisors daily/weekly/monthly in the winning of new business through clear articulation of Centura's value proposition and differentiators.
- Follows Centura processes for managing sales pipeline in Salesforce and working within a team of aligned professionals.
- Stays abreast of significant changes or developments (e.g. taxation, regulatory, legal, competitive, and technical) within the fields of investments and financial services

### **Primary Responsibilities (Ongoing):**

- MAT Leadership – develops new opportunities through personal network, 3<sup>rd</sup> party sourcing vendors, and listings.
- Sources new UHNW clients meeting Centura's minimum client thresholds.
- Sales Management- Oversees and coaches Advisors, and teams, develops areas of blind spots or deficiencies, staffs teams to complement skillsets, identifies training and development opportunities.
- Sets the strategic direction of the advisory team according to the company's business plan, and 5-year vision.
- Establishes relationships with Centers of Influence, prioritizes those with have built a trusted relationship to refer new business.
- Maintains Company preferred referral network of COIs- in order to guide business for those in need.
- Leverages technology, team, and process to achieve the sales results for the organization.
- Maintains budget and expenses according to BD budget and plan.
- Builds and maintains his/her/firm reputation within community as professional, cutting-edge, and sought after from HNW and UHNW individuals and families.

### **Required Skills/Competencies:**

- Financial Concepts- Understands financial concepts including Investment Models, Securities, Risk/Risk Tolerance, Estate Planning Tools, Tax (personal and business), Trusts, Insurance product applications/uses
  - Technically competent in financial concepts and investment management techniques used by the firm in its core strategies, planning process, and investment philosophy.
  - Able to analyze, tear apart, and evaluate wealth preservation strategies with an emphasis on tax mitigation.
  - Understands the use and application of Life Insurance products into integrated wealth management strategies.
  - Strong knowledge and understanding of the Investment Advisers Act of 1940, ERISA, Dodd-Frank, SEC rules and other relevant regulations and laws.
- People Management: Shown a track record for managing and developing a team (through recruiting, staffing, training, development, and performance management), demonstrates high Emotional Intelligence and ability to develop and sustain positive team-oriented culture.
- Communication- Highly effective verbal and written communicator. Able to convey message succinctly and adapt message or style based on audience (internal/external, sophisticated/non-technical). Able to effectively use Email, Meeting Notes, Presentations in the pursuit of new business. Uses correct English



grammar, punctuation, and spelling to organize and communicate ideas in words that are appropriate to listeners and readers and uses appropriate body language.

- Able to explain in layman’s terms the Centura value proposition to new COIs and retail clients in order to generate interest in meeting with the firm’s principals, advisors, and technical experts.
- Integrity / Honesty – Displays highest standards of ethical conduct, understands the impact of violating these standard on the organization, self, and others, chooses an ethical course of action, and is trustworthy. Must be able to maintain confidentiality.
- Systems Savvy- Comfortable with technology and leveraging tools and processes to improve the delivery of service. Leverages the tools that the company has invested across the enterprise.
- Conscientiousness – Displays a high level of effort and commitment towards performing work and demonstrates responsible behavior.
- Personal Organization – Needs to be accurate, highly detail oriented, organized, and able to prioritize time management to perform assigned work.
- Interpersonal skills – Shows understanding, friendliness, courtesy, tact, empathy, cooperation, concern, and politeness to others and relates well to different people from various backgrounds and different situations. Variety of activities, Multiple projects occurring simultaneously, Multi-tasking Sense of urgency for goal achievement, Fast-paced environment.
  - People/relationships focus, Team building, Inspire, motivate others, and engage their commitment.
  - Involve others in decision-making process: Cooperative, collaborative decision-making, Must assume responsibility for risk.
  - Extroverted, warm, enthusiastic, empathetic; Stimulating communicator Persuasive “selling” style
  - Collaborative approach
  - Leadership based on ability to motivate others
  - Strong commitment to results
  - Delegates authority readily

### **Licensing & Education:**

- Undergraduate degree – Required
- Master’s degree- Preferred
- Certified Financial Planning “CFP” or CFA designation – Preferred
- Series 65/6- Required
- CA Insurance License- Required

### **Experience:**

- 10+ Years financial planning/advisory experience
- 5+ Years business development, sales experience
- Proficient with the following software programs
  - Microsoft Office (Outlook, Word, Excel, Power Point, Visio, etc.) – Required
  - TD Ameritrade – Preferred
  - Orion - Highly Preferred
  - Salesforce – Preferred

### **Working Conditions:**

- Well-lit, heated and/or air-conditioned indoor professional office.

### Physical Demands:

- Equipment typically used: Computer, copier/scanner, printer, cell and telephone.
- Physical Requirements: Ability to communicate in written and verbal format.
- Percentage of time spent on activities during a typical workday:

Sitting	60%		Standing	25%
Bending	3%		Kneeling	2%
Climbing	2%		Pushing/Pulling	2%
Lifting	3%	Typical weight less than 10 lbs.	Carrying	3%

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed, as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. They are representative in that the qualifications and physical demands must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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#### Signatures:

**Date:** \_\_\_\_\_ **Incumbent:** \_\_\_\_\_  
**Name & Title**

**Date:** \_\_\_\_\_ **Supervisor:** \_\_\_\_\_  
**Name & Title**

**Date:** \_\_\_\_\_ **Officer:** \_\_\_\_\_  
**Name & Title**

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#### *To be filled in by Human Resources*

HR Approval:

<b>Print Name &amp; Title</b>	<b>Signature</b>
<b>Date:</b> _____	