



# A Career in Banking - What's in it for me?



Canadian Securities Institute  
A Moody's Analytics Company

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# Meet The Presenters



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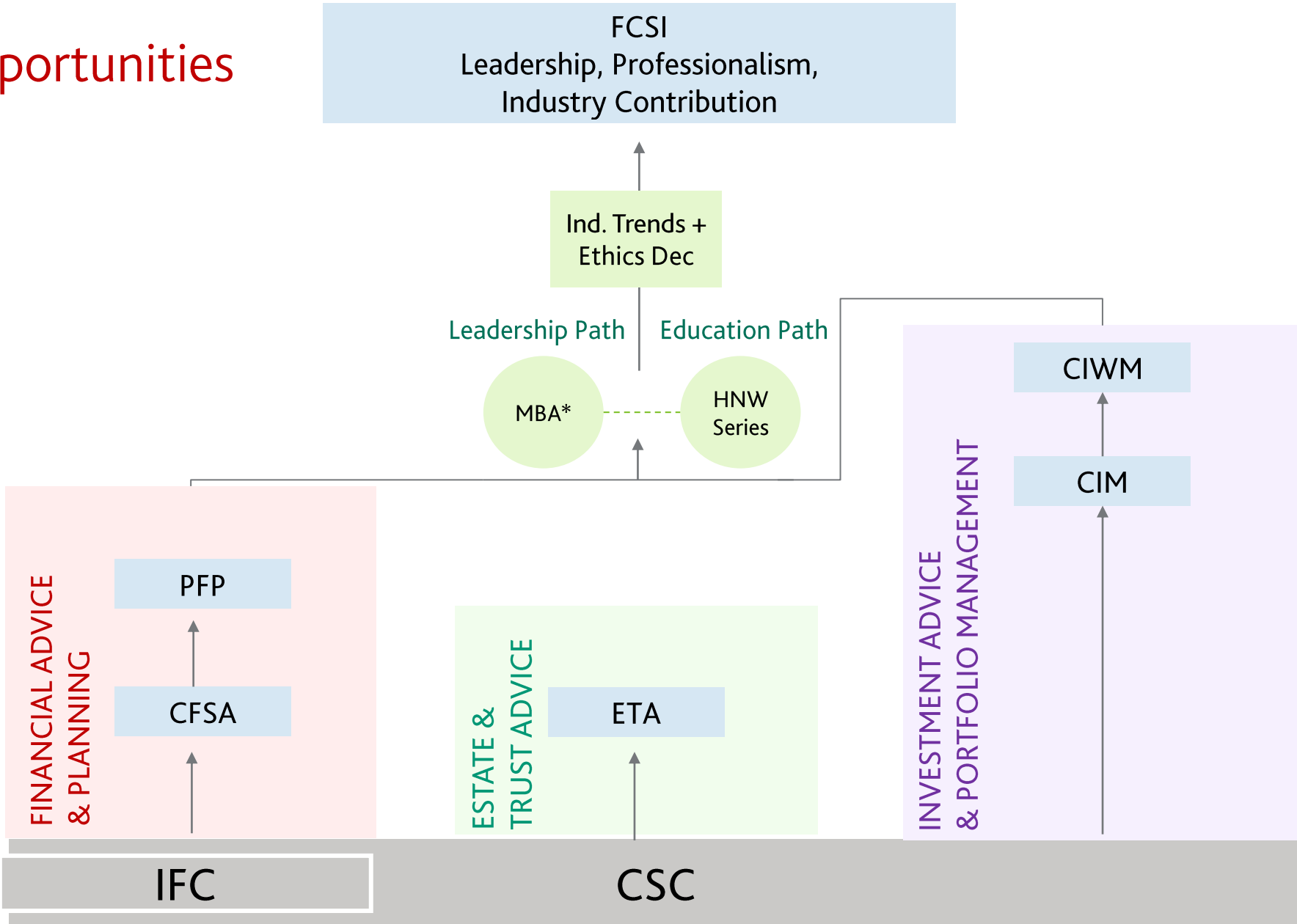
# Agenda

- How CSI can help you get started – Marie Muldowney
- Banking career progression – Marie Muldowney
- Overview of the banking industry – Rui Barreto
- Opportunities in the banking industry – Rui Barreto
- How banks recruit for entry-level roles – Kelsey Kachur and Shannon Mills
- Career Journeys – Timothy Ho
- Q&A



How can CSI help me get started?

# Career Opportunities



# How to get started?

To kick-start a promising career in Canada's financial market, CSI offers two foundational licensing courses:

- The Canadian Securities Course
- The Investment Funds in Canada Course

CSI's courses and certifications provide you with a seal of approval that will earn you recognition from top-tier financial institutions.



# Banking Career Progression

Starting Your Career

Growing your Career – Future Opportunities

Continued Learning

Customer Service Representative

Universal Banker

Financial Services Representative

Choose your path

Private Banking Advisor

Mortgage Advisor

Financial Advisor/Planner

Business and Commercial Banking

Financial Planning Consultant

Bank Management



There are options other than the Retail Banking route. These include:

- Institutional/Corporate
- Middle Office
- Back Office

Increase client complexity and advisor capability





What careers does the financial services industry offer?  
Where do I begin?



# The Banking Industry



The Institutional/Corporate sector works with large corporations and the government to help manage their short and long-term financing requirements. Short-term financing requirements focus on managing cash/investments and short-term borrowing and lending. Long-term financing requires evaluating and choosing the appropriate instruments to finance capital projects or expansion.

The Retail sector includes roles serving the general public or small business owners, generally in a sales, marketing, advisory or servicing capacity. This sector offers the most significant employment opportunity, encompassing branches of Canada's banks, credit unions, securities dealers, mutual fund dealers and insurance companies. In addition to those who work for an employer, many choose to be independent agents, brokers or financial planners/advisors.

# The Banking Industry

The Middle Office is the interface between customer-facing branches and the processing department. The middle office primarily includes Risk Management and Compliance roles, along with IT and Marketing. They are responsible for ensuring the business's integrity and managing business risk.



Back Office employees provide administrative support to the organization—including settlements, clearances, transfers, record maintenance and accounting. Their clients are generally internal to the organization they work for. External organizations can occasionally outsource to companies that may not have their back-office facilities.



How do banks recruit for retail banking v/s head office roles?

# Client Service Representative (CSR)



## What You'll be Doing

- Create a positive client experience by understanding and meeting service needs quickly, professionally and accurately
- Take initiative and promote banking products and transactions that meet client needs
- Take ownership when clients experience a problem and take the appropriate steps to resolve it
- Balance cash holdings
- Protect clients privacy



## Who You Are

- Relationship builder
- Customer service experience
- Teamwork and Partnering
- Takes initiative
- Results oriented
- Attention to detail

# Financial Services Representative (FSR)



## What You'll be Doing

- Build deep and lasting client relationships
- Understand our clients need and help make their ambitions a reality
- Plan daily and weekly sales activities to meet your individual targets
- Proactively call and book client meetings
- Promote and deliver a wide range of personal banking products



## Who You Are

- Proactive and takes initiative
- Sales experience required
- Teamwork
- Relationship builder
- Excellent communication skills
- Completed IFIC or CSC

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# Recruitment Process

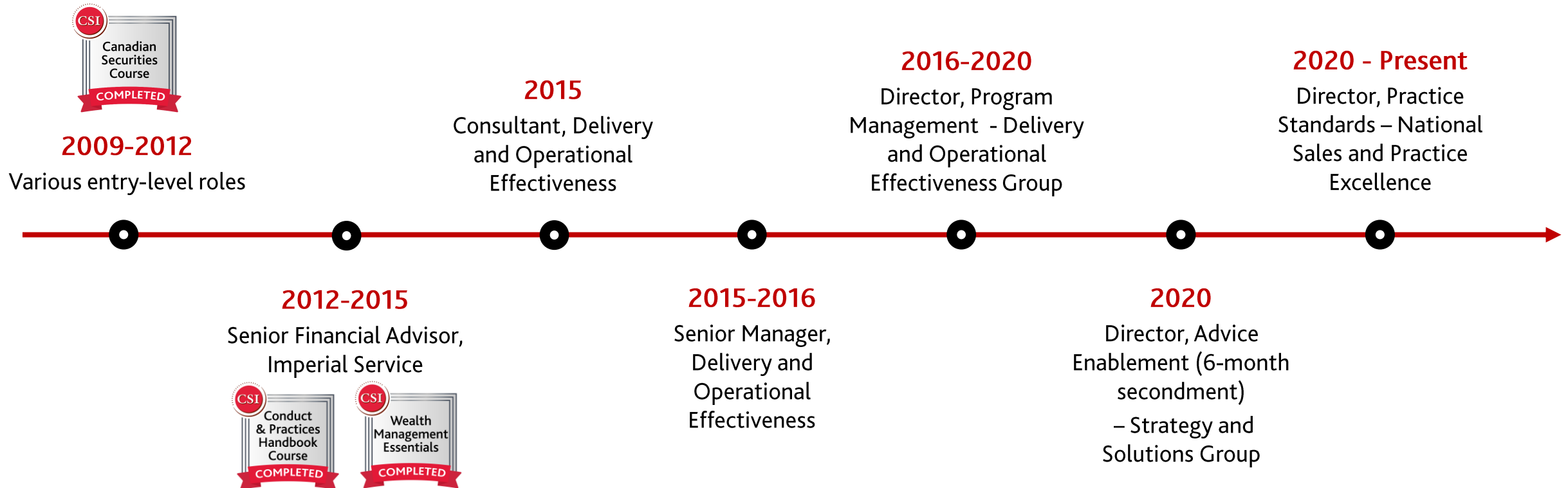




Tell us about your career journey.



# Success Stories – Timothy Ho



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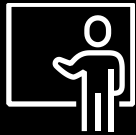
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# Q&A and Contact Details

To begin learning, visit [csi.ca/students](https://csi.ca/students)



OVER  
**50**  
YEARS OF TRAINING  
EXPERIENCE



OVER  
**750,000**  
ALUMNI



OVER  
**135**  
E-LEARNING  
COURSES



OVER  
**16,000**  
CREDENTIALLED  
DESIGNATION HOLDERS



OVER  
**250**  
INSTITUTIONAL  
CLIENTS

Questions? Email [designations@csi.ca](mailto:designations@csi.ca)

Thank you

