Downloaded from <https://www.velvetjobs.com/job-descriptions/vp-financial-planning>

# Example of VP Financial Planning Job Description

Our growing company is hiring for a VP financial planning. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for VP financial planning

* Maximise existing branch channels, while having a pivot to build-out digital channel
* Together with Regional develop a range of campaigns that drive take-up rates and renewal rates, achieving total GWP targets within acceptable CIR ratios
* Work with GI partner to ensure product shelf is adequate to support digital and cross-selling
* Eco-system build that will be done together with Regional and Innovation
* Work with eBusiness and franchise to market GI through their channels
* Work with analytics to achieve data-driven decision making
* Collaborate with IBG to work on opportunities to cross-sell to each other’s customer bases (work-site marketing will be a key initiative to execute via IBG)
* Work with Regional and Innovative on Eco-system research and development
* Proactively identifying opportunities to enhance the accuracy and transparency of our activity based costing model in order to better align our profitability analysis with the strategic business questions being asked by the Asset Management Operating Committee
* Understanding model mechanics, data flow and the application of drivers and metrics in order to be able to explain this to CFOs (and/or business partners) as the 'translator' between model output and business input

## Qualifications for VP financial planning

* Considers industry, market and other external business factors when making decisions
* Has a consistent track record of delivering on commitments
* Excellent communication skills (written and verbal) at the executive level
* Understanding of complex mathematical and financial models and complex thinking skills
* Excellent communication skills with the ability to communicate effectively across cultures, departments and to senior leadership
* 8+ years of experience highly relevant to the role