



Client Onboarding Assistant

Our Group

Puma Capital Group is an award-winning investment manager, and a leading provider of growth capital to UK SMEs and property finance to developers and real estate investors.

Our Group Businesses

The Puma Capital Group comprises four businesses focused on delivering long-term sustainable growth for our investors and partners, namely: Puma Investments, Puma Property Finance, Puma Private Equity and Puma Public Markets. Together they manage more than £950 million in assets, have lent more than £1 billion of development funding, and have assisted dozens of businesses across the UK elevate and build to deliver on their brilliant ideas.

Puma Capital Group has a strong track record in:

- (a) Growth Capital for UK SMEs;
- (b) Property Finance;
- (c) Public Markets.

Puma Investments, one of our Group businesses, raises funds from a variety of sources including wealth managers and IFAs from the very large (e.g. SJP, Barclays Wealth, Tilney, Cazenove) through regional players to the very small independents, from execution-only brokers and from HNWs. We also work with leading wrap platforms (including Fidelity, Standard Life, Ascentric and Transact).

In addition to raising capital from private clients, the Puma Capital Group has attracted £500m of institutional funding.

Our Products

As a business, our origins lie in the management of Venture Capital Trusts ("VCTs"). In fact, Puma itself grew out of Shore Capital Group which started operating VCTs in 2004. We now have 14 VCTs under our belt and we launched our latest — Puma Alpha VCT — in 2019.

Over the years, we've also branched out into other investments, such as Puma Alpha EIS — our Enterprise Investment Scheme ("EIS") offer, the Puma AIM Inheritance Tax Service — which invests in the Alternative Investment Market ("AIM"), and the Puma Heritage Estate Planning Service — which finances professional property developers.

Indeed, we are proud to have been recognised and awarded for our various offers, most recently having won **Highly Commended: Best Venture Capital Trust** (Investment Life & Pensions Money Facts Awards 2019), **Highly Commended: Best AIM IHT Portfolio Service – Tax-efficient and Estate Planning Specialist** (Investment Week Tax Efficiency



Awards 2018/19) and Finalist/Winner of **Best BR Investment Manager – Listed** for seven years running (Growth Investor Awards, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023).

We take seriously the importance of understanding our clients, investors, markets and our products. Further information about our business can be found on our website [Puma Capital Group](#).

Our Business Divisions:

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Puma Private Equity is a growth capital investor which partners with UK SMEs. We typically invest £2m to £10m per round into established, high growth businesses. We invest across most sectors with a focus on companies with a proven product and clear growth plan. www.pumaprivateequity.co.uk

Our ***Puma Property Finance*** business delivers development loans from £5 million to £35 million to finance residential, commercial and specialist sector projects such as hotels, student accommodation and healthcare, including care homes and retirement living. We offer three core loan products: stretch senior development loans; pre-development bridge finance for site acquisition; and post-development exit finance. We have also secured an institutional funding line of up to £200 million for deployment in our property finance division. We have completed over £1 billion of loans since inception and continue to grow both our retail and institutional capital sources. <https://pumapropertyfinance.co.uk/>

Our ***Puma Public Markets*** business focuses on our award-winning Puma AIM IHT Service which is a discretionary portfolio service that seeks to mitigate Inheritance tax by investing in a carefully selected portfolio of AIM listed shares.

A business in growth mode

In the 11 years since we were set up, Puma Capital Group has grown significantly. We are now over 110 people across the Group with our staff working nationally (our head office is in London). In addition, we are also part of the Shore Capital Group which has offices in Edinburgh, London, Liverpool, Guernsey and Berlin.

As such, it is an exceptionally exciting time for our business: combining our already very strong track record with ambitious growth strategies, we have already developed our market share substantially and are looking to build further on our success.



Who we are

The team at Puma are bright, ambitious, and passionate about what we do. Our non-hierarchical and meritocratic approach results in a close-knit team with a unified goal. We believe that success is produced by and belongs to all.

While our team has grown significantly, our values remain the same:

- **Collaboration:** Working together towards the same goal, sharing knowledge and expertise
- **Aspiration:** Striving for excellence in everything we do
- **Respect:** Fostering an environment where everyone behaves with respect and integrity
- **Value Creation:** Delivering outstanding results for our internal and external partners.

These values underpin our business, and they inform every aspect of our behaviour — from how we manage money to the types of companies we support.

We continue to strive towards being a more diverse, equitable and inclusive workplace for everyone with a focus on inclusivity and belonging at all levels for **all** staff. We focus on a number of initiatives including training, our policies and procedures and having a culture that focuses on authenticity for all our team members. We're excited to continue to improve our commitment as allies and create a workplace where everyone is able to bring their whole self to work.

In addition, while it is a given that rewards are highly competitive and based on performance, we also believe in benefits that reward you in a more rounded way; as an example, our team get their birthdays off and personal development grants (for sushi making classes, photography, golf lessons or any interests you have that make you, you).

As well as the standard benefits including an enhanced pension, life assurance, private healthcare etc., other examples of supporting our staff include an enhanced maternity (3-6 months full pay dependant on tenure) and paternity policy as well as fully paid time off for miscarriages and baby loss. We are keen to support our people through various times in their lives from moving house (with paid time off) all the way to key events such as growing their families and menopause. Our team follow a hybrid working model where they are (with their manager) responsible for the days they are in the office or on 'site' (usually three days) and when they work from home.

We also take our responsibilities seriously, actively fundraising for our chosen charity of the year through a variety of activities as well as other socially responsible initiatives including partnering with a number of mentoring schemes where staff are able to support students through their educational journeys.

Our holistic approach to looking after our staff has meant that our staff turnover remains consistently low. And while we don't adopt this approach for the accolades, we are delighted



to have been ranked in the top 100 Great Places to work, Financial Services and Insurance (Small and Medium) and to be certified for the same. We were also finalists for the Equity, Diversity and Inclusion Programme of the year and the Mental Health & Wellbeing Programme of the Year in the Inspiring Women Awards run by Property Week.

The Role

An exciting new role has arisen for a Client Onboarding Assistant to join our growing business as we look to streamline, digitalise and automate our processes to effectively support internal business units and external clients. Excellent attention to detail, the ability to work well under pressure, confident in liaising with clients and the willingness to challenge the status quo are essential characteristics for this role.

The individual will be responsible for providing a seamless onboarding process for new clients investing across Puma's range of products. The individual will deliver excellent service to our external clients (retail investors and financial intermediaries) and internal business units, to support the business' fundraising efforts and ensure exceptional client experience.

Key Responsibilities

- Onboard new clients into Puma's product range in a compliant, efficient and timely manner.
- Process all new incoming applications to invest within set SLAs.
- Respond to client queries via email, telephone and post within set SLAs.
- Responsible for logging and distributing daily post.
- Perform AML/KYC and PEP/Sanction checks on all new clients.
- Create new client accounts with the Custodian and on the Puma Portal.
- Prepare and send acknowledgment letters to successful applicants.
- Prepare and send initial adviser fee statements.
- Responsible for chasing for any outstanding information and/or funds for invalid applications and updating the relevant Business Development on their cases.
- Database management, ensuring data integrity is maintained across all systems.
- Other ad hoc duties as requested from time to time.

Knowledge and Experience

- Good proficiency with Word, Excel, PowerPoint and Outlook.
- Good understanding of AML/KYC policies and procedures.
- Strong understanding of Puma's tax-efficient product range.

Reports To

Head of Operations.



Skills

- Ability to communicate effectively.
- Confident in liaising with clients via telephone.
- Proactive with an ability to work in a fast paced and challenging environment.
- Accurate and efficient data processing skills.
- The ability to learn and pick up new processes quickly.
- Hardworking and organised.
- Ability to prioritise.
- Excellent attention to detail.

Personal Attributes

- Kind.
- Adaptable and willing to get stuck into whatever needs doing.



Research shows that men typically apply for roles when around 60% of the criteria is met, however, women and other underrepresented people often only apply when they tick every box. So, if you think you have what it takes, but don't necessarily meet every single point on the role description, please do still get in touch – we would love to hear from you!