



Staff Opportunity

Title:	Senior Market Adviser, USA Agtech Machinery & Food Manufacturing, Automotive & Logistics
Business Unit:	Global Markets Division
Reporting to:	Manager, Southern USA
Salary:	\$142,848
Location:	Chicago
Contract Duration:	This post is being offered on the basis of a 3 year local contract, with opportunity to extend.
Job Reference:	EI.076.24E

Applicants must be independently eligible to live and work in the US

Enterprise Ireland is the Irish Government's trade and innovation development agency working with Irish businesses of all sizes to start and grow in international markets. Our purpose is to secure the future of communities across Ireland through the sustainable development and growth of these businesses. We achieve this through our sector approach, innovation & capability supports in Ireland and our international network of over 40 offices. The organisation's strategy aims to put Irish enterprises at the forefront of creating solutions for global challenges while delivering sustainable prosperity throughout Ireland.

Role Objective:

The Senior Market Advisor supports Irish companies to start and grow in international markets by providing strategic advice and introductions to key contacts. Market Advisors deliver the tailored insights and meaningful connections needed to make strategic decisions and accelerate market development.

Enterprise Ireland is recruiting a Senior Market Advisor to help Irish Industrial companies start, develop, and grow their exports in the US, with a particular focus on the midwestern region, and will be based in Chicago. The Senior Market Advisor will support a wide and diverse Industrial portfolio of companies with capabilities across the Agritech & agricultural machinery sector, food manufacturing, automotive and logistics, and materials handling.

The successful candidate will be required to further develop and execute Enterprise Ireland's strategic plan for this sector to include the initiation and implementation of a range of sales and marketing led activities, utilising their consultancy skills and contact base, to achieve strategic objectives and exports growth for their portfolio companies.

The person appointed will work as a core member of a dynamic Industrial team; consulting and advising Irish companies on their strategy for development & growth; proactively working with Irish businesses to ensure they grow their market share in the US; as well as evangelising to senior and international audiences the strengths and capabilities of Ireland. The position will also involve representing Enterprise Ireland in the business community and increasing the awareness of Ireland as a world class supply source and Enterprise Ireland as a conduit through to that source.

Key Deliverables:

- Develop and execute robust market entry and market scaling plans for 20+ key Irish Industrial portfolio companies focused on delivering significant impact on their exports into the midwestern market.
- Deliver on a number of pre-determined targets in relation to activities on behalf of these sectors and Irish companies.
- Establish and nurture an extensive network of contacts at senior level in relevant buying organisations, distribution channels, and other key contacts (e.g. trade associations,

diaspora networks, accelerators/mentors) and make them aware of the range of capabilities that can be sourced in Ireland leveraging available digital tools to optimal effect, e.g. CRM, Sales Navigator.

- Develop and implement US sales and market plans with their portfolio companies.
- Further develop and execute on Enterprise Ireland's Strategic Plan.
- Identify new business development opportunities for portfolio companies and advise on how they can best position themselves to win these sales and contracts in the region.
- Promote the US market to our key Irish companies in your sectors, and explore new potential sub-sectors and end-markets for your portfolio companies.
- Take a lead and active role in the development of a clear message and value proposition for Irish companies, in support of their sales activities in the region.
- Develop expertise in key sub-sectors within Industrial related industries where portfolio companies have substantial capability and proactively share this information with them.
- Deliver key marketing & event programmes aimed at increasing the awareness of Irish capability across the Industrial portfolio & end user market sectors.
- Support the exploitation of identified opportunities through provision of in-market support and the identification of strategic in-market partners and pathfinders.
- Work with Irish based colleagues and Global Sector Teams to engage with portfolio companies in collaborative diagnosis of capability across a range of business areas to assist companies to build robust, scalable business plans suitable for market conditions in the region.
- Where relevant represent EI in the broader media, business and commercial environment.
- Work collaboratively with colleagues within the US team, Enterprise Ireland's global overseas network and those working for Enterprise Ireland in Ireland, in addition to colleagues from other Government agencies and departments (IDA Ireland, Department of Foreign Affairs).

Functional Competencies

- Demonstrable significant sales, marketing, business development or related experience is essential.
- Proven experience of assisting SME's accelerate their sales into the relevant sectors is essential, this includes strong consulting skills and a demonstrated ability to assess and challenge business plans for SME's to help them grow their business.
- Strong marketing ability with good knowledge of business methods and sales processes is essential.
- Strong understanding and knowledge of Industrial and sub-sectors outlined in this role including industry trends, opportunities and challenges is essential.
- Strong networking capabilities and proven ability to build and expand network, in addition to having an existing network that could be leveraged by Enterprise Ireland Industrial portfolio companies seeking to export to this market is essential
- Knowledge of the key players in targeted sectors and has up to date knowledge and understanding of the sectors' strengths and challenges.
- Ability to proactively identify new sales opportunities for Irish companies that will lead to increased employment in Ireland.
- Ability to influence and shape the strategic direction both of Irish companies and of the sector development work undertaken by Enterprise Ireland.
- Good knowledge/understanding of the major issues impacting business competitiveness of Irish companies in the American Market.
- Ability to work on own initiative and to manage projects including the organisation of events with portfolio companies and their target contacts.
- Ability to deal with multiple sectors and assimilate a large amount of varied sectoral information is essential.

- Ability to create, coordinate and execute on events and bringing portfolio companies or target prospects on a 2 - 4 day business scoping itinerary (within the US and Ireland).
- Proven ability in terms of project management and track record of achieving results. Demonstrated capacity to rapidly assimilate the key drivers in business key sub-sectors and niches.
- Clear ability to increase in-market delivery capability through the identification and management of third-party collaborators.
- Excellent interpersonal and communication skills with good presentation skills.
- Ability to represent Enterprise Ireland to external stakeholders and media.
- Strong IT and CRM skills.
- Requirement of ~25% travel (when permitted), including internationally.

Enterprise Ireland Behavioural Competencies

Results Focused

The ability to remain outcome and results focused with regard to business priorities and organisational goals, monitoring progress and adjusting approach ensuring delivery against the appropriate timescales.

Innovation and Risk-Taking

Actively encourages new ideas, experimentation and measured risk-taking, while always being on the lookout for opportunities to continuously improve business processes and efficiencies within Enterprise Ireland and portfolio company organisations.

Problem Solving and Decision-Making

The ability to be decisive and take tough decisions about portfolio companies, people and costs to deliver sustainable results, using the analysis of information and situations to make logical and sound decisions.

Client Focused

The ability to provide an excellent service to portfolio companies, focusing on their needs and building and maintaining effective personal and business relationships to advance their objectives and Enterprise Ireland strategy.

Communicating with Impact to Influence Others

Communicates in a manner that will persuade, convince and influence their own staff and others, both internally and externally, in order to motivate, inspire or encourage them to follow a particular course of action.

Teamworking

Co-operates with colleagues, shares information and respects the opinions and values of staff members. Understands the skills, experience and knowledge of staff members and maximises how these can be utilised to the benefit of the department, the organisation and the portfolio companies.

Embracing & Leading Change

Understands the business agenda of Enterprise Ireland and embraces changes for area of responsibility and for external and internal clients.

Acting / Leading with Integrity

Lives the Enterprise Ireland purpose and values, acting genuinely and with integrity, in a manner that builds trust and engages and motivates others, placing the genuine needs of the portfolio company, the organisation, and staff ahead of personal agendas

Networking

Establishes and maintains mutually beneficial relationships with colleagues and other networks for the purpose of sharing information.

Developing Yourself & Others

Creates an environment that enables others to excel in terms of job performance.

Application and Selection Process:

The selection process may include short-listing of candidates. The selection criteria will be based on the requirements of the position. It is therefore important that you provide a detailed and accurate account of where you believe your skills and experience meet the requirements for the position. This should be contained in a short document (maximum 2 pages template included) accompanying your CV.

Applicants should note that, for shortlisting purposes in particular, clear evidence of the functional competency requirements listed as essential in this specification must be demonstrated as part of your supporting document accompanying your CV.

To apply for the position, send a detailed CV and the supporting document quoting reference number **EI.076.24E** to hrconnect@enterprise-ireland.com to be received on or before **Monday 27th May 2024**.

N.B. All correspondence will be acknowledged in writing by the HR Department within 3 working days. Applicants who do not receive an acknowledgement within 3 working days should contact hrconnect@enterprise-ireland.com

**ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND
ON MONDAY, 13th May 2024**

Enterprise Ireland is an equal opportunities employer.