



Staff Opportunity

Title:	Senior Market Advisor New Exporters - UK
Grade:	Level E
Department:	New Exporters Centre of Excellence – GMD team
Business Unit:	Global Markets
Reporting to:	Manager Overseas Engagement for New Exporters.
Location:	London / Manchester
Contract Duration:	This post is being offered as a 3-year local assignment.
Job Reference:	EI.082.24E
Closing Date:	Friday, 31st May 2024

Applicants must be eligible to work in UK at time of application

The New Exporters Centre of Excellence (CoE) will have responsibility for the design and implementation of the New Exporter's Strategy, working across Enterprise Ireland Divisions (Global Markets, Regions & Local Enterprise, Sectors and through the LEO Centre of Excellence). This team will be responsible for the national coordination around developing New Exporters, inspiring export ambition, developing export foundations and driving export success across potential exporters. The primary focus of this team will be to build companies' market entry capability and address their key barriers to internationalisation, supporting non-exporting manufacturing or internationally traded service companies across the Local Enterprise Offices and Enterprise Ireland's client bases.

One half of the Centre of Excellence team will be aligned to Enterprise Ireland's Regions Division while the other half will be aligned to Global Markets Division (GMD). The role of the former will be focused on building pipeline of potential New Exporters, engaging stakeholders in Ireland and scoping and managing the New Exporter Accelerator, managing the tendering process and leading the engagement with the delivery partner.

The role as part of the CoE team aligned to Global Markets will be to understand the factors leading to success or otherwise of New Exporters exiting the Accelerator and seek to ensure these are understood and addressed on a continuous improvement basis thus feeding into the content of the accelerator, helping hone pipeline activity and engaging with both the new exporting businesses in market and with the in-market arm of the delivery partner. In addition, this part of the team will lead on ensuring there is a reporting and tracking mechanism to monitor recording of companies as they become new exporters.

A central objective as set out under Ambition 1 of the current Enterprise Ireland Strategy, Leading in a Changing World, is to drive a major expansion in the number of New Exporting companies. [Enterprise Ireland | Strategy 2022-2024 \(enterpriseireland.com\)](https://www.enterpriseireland.com/strategy). The goal for Ireland to be a global leader in the support and development of new exporters, accelerating their success and ability to scale is set out under Ambition 5.

Role Purpose

The role of the Senior Market Advisor (SMA) New Exporters in the UK is to ensure emerging exporters are receiving the right support to accelerate their successful entry to the UK market, to determine the success of the New Exporter Accelerator in Ireland in preparing them for this journey and to assess the compatibility and effectiveness of the Accelerator's in-market delivery partners on the ground. The role will also involve segmentation of the emerging base of new exporters in terms of capability and growth potential. The successful candidate will work in deep collaboration with the Accelerate UK and MA team.

Key Deliverables

- Lead assessment of capability and plans of UK export focused companies emerging from the New Exporter Accelerator programme in Ireland to determine most appropriate pathway for next steps (Intertrade Ireland, UK Start or MA team in EI UK, Global Marketplaces etc)
- Manage the cohort of New Exporter clients targeting the UK that have emerged from the Accelerator programme to assess impact and critical success factors that have led to their success or otherwise over the following 1-2 years.
- Assist peer learning, collaboration, network sharing, access to networks and other activity which will accelerate company success in market.
- Proactively engage with Centre of Excellence team in Ireland to understand impact of different sources of its pipeline building activity, assess performance of the NE Accelerator and address identified gaps or areas for improvement in both content and service delivery of the accelerator and its in-market partners.
- Work seamlessly with UK based colleagues and the UK Start team in particular in the development of UK specific content, networks and identification of other one-to-one or one-to-many supports that can accelerate the success of early market entrants.
- Work seamlessly with New Exporter SMAs in US and Europe and the Manager of Overseas New Exporter Engagement in Ireland to identify common patterns, share knowledge and insights and avoid duplication of effort.
- Pro-actively contribute to the systems and reporting that will track and monitor New Exporter activity and success.
- Seek to understand the impact of recent or emerging trade barriers on the success of early-stage exporters to GB.
- Work with the New Exporters Manager for Overseas Engagement to build a strong relationship with Intertrade Ireland in terms of their support for companies entering N Ireland and how their work can help build a pipeline of sustainable exporters to GB. Share with EI's UK-based team.
- Build an in-market network of potential third-party support & delivery partners to compliment those provided through the Accelerator. Provide access to these for companies as required.

Functional Competencies (Key Skills and Knowledge)

- Experience of working with micro-businesses/SMEs and early exporters is **essential** including a thorough understanding of both the factors that contribute to their export success and the differing needs of First Time Exporters as they apply to companies at different stages of growth, different sectors and different routes to market.
- Deep understanding of go-to-market strategies for exporters and what is required to be successful in the UK is **essential**.
- Proven ability to deliver impactful client engagement at individual and group level is **essential**.
- Experience of working as part of a team to implement new/change projects and co-creating robust workflows and work-programmes. Demonstrated active role played in designing/delivering the change.
- Proven ability to build and grow an internal and external network strategically aligned to the role is **essential**.
- A solid understanding of Enterprise Ireland supports, services and processes delivered in Ireland and overseas.
- Proven ability to work collaboratively with peers and colleagues on strategic projects.
- Ability to manage multiple ongoing priorities and deliver impactful outcomes.
- Excellent communication, influencing and presentation skills.
- A third level qualification in Business or a related discipline is desirable.

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 client organisations

Problem Solving and Decision-Making

The ability to be decisive and take tough decisions about clients, 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 client service focusing on client needs and building and maintaining effective personal and business relationships to advance clients' 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 client.

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 client, 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.

Salary Scale:

Applicants are advised to contact hrconnect@enterprise-ireland.com in relation to salary.

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 (template attached - maximum 2 pages) 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 the supporting document accompanying your CV.

To apply for the position, send a detailed CV and a completed supporting document quoting reference number **EI.082.24E** to hrconnect@enterprise-ireland.com to be received **no later than Friday, 31st 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 17th MAY 2024

Enterprise Ireland is an equal opportunities employer.