

## Staff Opportunity

<b>Title:</b>	Senior Market Advisor, Atlanta, Georgia, USA
<b>Business Unit:</b>	Global Markets Division
<b>Reporting to:</b>	Manager, East Coast USA (New York)
<b>Salary:</b>	\$141,665
<b>Location:</b>	Atlanta, Georgia
<b>Contract Duration:</b>	This post is being offered as a 3-year assignment.
<b>Job Reference:</b>	<b>EI.067.24E</b>
<b>Closing Date:</b>	<b>15<sup>th</sup> July 2024</b>

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

Enterprise Ireland, the agency with responsibility with accelerating the growth of Irish companies on world markets, is recruiting a key person to assist the growth of exports to the US market.

The purpose of this role is to work with Irish client companies to achieve significant growth in their business into the USA. As part of Enterprise Ireland's global strategy, the agency will open a new office in Atlanta, Georgia to identify new opportunities and help clients expand in that region. This Senior Market Advisor role will be the first hire for the new office. While carrying a broad geographic mandate, the Senior Market Advisor will also be allocated a number of industry sectors for which they will have full market responsibility.

The successful candidate will be required to identify key Atlanta based corporations and develop a major account style plan to engage key contacts in those companies across a number of internal departments. The Senior Market Advisor will support the growth objectives of clients across target sectors through multiple routes to market with a particular emphasis on strategic sales opportunities. This is with the goal of building scaled market success in collaboration with key Irish companies. The successful candidate will bring considerable acumen, network and energy to a rewarding role working with Irish companies to establish strong positions in a key market partner for Ireland.

#### Role Objectives:

Enterprise Ireland has aggressive objectives to broaden and accelerate the success of client companies in the US market, with the aim of growing exports to €6bn by 2024.

The successful individual will work as a core member of the dynamic East Coast US team, as well as the wider team across the Americas and Ireland; consulting and advising Enterprise Ireland client companies on their strategy for development and growth; proactively working with Irish businesses to ensure they grow their market share in the US and to initiate and implement a range of impactful sales and marketing led activities, utilising their consultancy skills and contact base.

The position will also involve representing Enterprise Ireland in the business community, increasing the awareness of Ireland as a world class supply source, and acting as a trusted advisor connecting American buyers to that capability. Engaging with the wider Team Ireland ecosystem in Atlanta.

#### Key Deliverables:

- Play a key contributory role in the development and execution of Enterprise Ireland America's strategy for supporting Irish companies to clearly understand and access market opportunities.

- Develop a strong network of broader market contacts and provide a professional product sourcing service to local buyers.
- Establish an extensive network of contacts at senior level in key companies, distribution channels and other influencers (e.g. trade associations) and connect Enterprise Ireland client companies to accelerators/mentors/in market support.
- Deliver on a number of KPIs in relation to activities on behalf of assigned sectors and client companies and contribute more broadly to the East Coast and wider Americas team goals.
- Support delivery of Enterprise Ireland's Strategic Plan- Leading in a Changing World 2022-2024 and any subsequent strategies. [EI Strategy - LIACW](#)
- Proactively increase Irish exports to the US market in line with targets agreed with the Manager and implement a range of services and programmes to support Irish company sales activities.
- Actively and in a hands-on manner support client company market entry by building strong relationships within prospective US based target companies and channel partners to provide end customer access for Irish companies.
- Work with EI Americas sector team leads in all industry verticals to ensure a wider engagement across our various portfolios of companies and collaboratively contribute toward the development and execution of robust market development plans.
- Maintain a direct portfolio with key action plans for approximately 25 companies in an assigned sector.
- Developing and maintaining up-to-date and in-depth knowledge of EI's programmes and services, particularly as regards internationalisation.
- Work in a co-ordinated, collaborative and integrated manner with Ireland based teams to achieve collaborative and shared corporate targets in the sector.
- Proactively seek out potential market opportunities for individual Irish companies and help clients to turn these opportunities into real sales.
- Contribute to the EI East Coast and broader Americas team by proposing and implementing new initiatives/ project ideas/ market opportunities to increase export growth of assigned portfolio clients to the US market.
- Where relevant, represent EI in the broader media, business and commercial environment and collaborate with the other Irish government agencies across the US.
- Deliver key marketing and event programs aimed at increasing the awareness of Irish capability across the Atlanta region and relevant end user market sectors.
- Undertake/manage agreed projects for individual Irish clients. Influence Irish clients at senior level to act on recommendations arising from such projects.
- Mentor and Develop colleagues as required.
- Work collaboratively with colleagues within the Americas team, Enterprise Ireland's global overseas network and HQ and sector teams; in addition to colleagues from other Government agencies and departments (IDA Ireland, Department of Foreign Affairs).

### **Functional Competencies**

- Minimum of 5 years recent sales, marketing, business development or related experience is essential.
- Strong understanding of a relevant market sector with a specific focus on market entry and channel partner options is essential.
- Proven experience and understanding of assisting SMEs accelerate their sales into the relevant sectors is essential.
- Strong consulting and influencing skills with a demonstrated ability to assess and challenge business plans; this will include support around business models, value propositions, marketing and sales strategies, competitor analysis and market research is essential.
- Demonstrated capacity to rapidly assimilate the key drivers in business sub-sectors.
- Strong multitasking skills, with the capability to support a large number of clients, within different subsectors at different stages of their export journeys.
- Excels at providing exceptional one to one advisory and business development supports to clients, while simultaneously having the capability to manage key projects, events and trade / inward buyer visits.

- Existing industry networks that could be leveraged by Enterprise Ireland clients seeking to export to this market.
  - Knowledge of the key players across the key sectors and have sound knowledge and understanding of the sectors' strengths and challenges.
  - Good knowledge/understanding of the different cultures and the major issues impacting business competitiveness of Irish Companies in the US Market.
  - Experience and knowledge of lead generation and business development with strong consulting skills and a demonstrated ability to assess and challenge business plans for SMEs to help them grow their business.
  - Ability to work on own initiative and also to manage projects collaboratively with broader team.
  - Management of projects to increase in-market delivery capability through the identification and management of third party collaborators.
  - Ability to influence and rapidly build credibility with clients and buyers.
  - Ability to influence and shape the strategic direction both of Irish companies and of the sector development work undertaken by Enterprise Ireland.
  - Ability to proactively identify new sales opportunities for Irish companies that will lead to increased employment in Ireland.
  - A self-starter with experience of working on their own initiative and developing and managing projects with the flexibility to change and adapt approach as required.
  - Experience working proficiently with Customer Relationship Management and digital tools is highly desirable.
  - Excellent administration, interpersonal, communication and presentation skills.
  - Ability and willingness to travel across the US and Ireland.
  - Ability to represent Enterprise Ireland to external stakeholders and media.
  - A relevant third level qualification is desirable.
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### **Salary Scale:**

USD \$141,665 - \$150,707

Candidates should note that entry will be at the minimum of the relevant scale and the rate of remuneration may be adjusted from time to time in line with Government pay policy. Subject to satisfactory performance, increments may be payable in line with current Government Policy.

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### **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 client 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.

**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 positions. This should be contained in a short document (maximum 2 pages template attached) 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 positions, send a detailed CV and supporting document quoting reference number **EI.067.24E** to [hrconnect@enterprise-ireland.com](mailto:hrconnect@enterprise-ireland.com) to be received no later than **Monday 15<sup>th</sup> July 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](mailto:hrconnect@enterprise-ireland.com)

**ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON  
Monday 1<sup>st</sup> July 2024**

**Enterprise Ireland is an equal opportunities employer.**