



Staff Opportunity

Title:	Market Adviser
Sector	Life Sciences and Industrial
Business Unit:	Global Markets
Reporting to:	Manager, India
Salary:	3,607,619 INR
Location:	Mumbai, India
Duration:	This post is being offered on the basis of a 3-year local assignment.
Job Reference:	EI.094.24E

Applicants must have the legal right to live and work in India.

Enterprise Ireland is the Irish Government's trade and innovation development agency working with entrepreneurial Irish businesses of all sizes to grow and scale in global 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. Our market advisers in these overseas offices work one-to-one with Irish businesses helping them to start and scale their exports.

The organisations '[Leading in a changing world' strategy \(2022-2024\)](#) outlines how we aim to put Irish enterprises at the forefront of creating solutions for global challenges while delivering sustainable prosperity throughout Ireland

Role Purpose

The Irish Government's trade and innovation agency, Enterprise Ireland, is recruiting a key person to help grow and develop exports of Irish companies from our industrial portfolio (Life Sciences and Industrial) to the Indian Market. With combined value of exports region over €190m in 2022, the Indian market is one of the fastest growing regions.

The person appointed will be a core member of a dynamic team, proactively working with Irish businesses to ensure they enter the market successfully and reach their full growth potential in terms of market share. This involves understanding and advising Irish companies on their market entry and market growth plans, brokering introductions to customers and partners. The role also involves highlighting market opportunities to the Irish client company base, helping them understand shifting market dynamics and raising the awareness in businesses and media across the Indian market of the strengths and capabilities of Ireland.

Based in Mumbai but working across India, the appointed person will work with a broad range of Irish clients in the Life Sciences, Industrial and related portfolios. These will be primarily Irish SMEs building their presence in India by targeting customers directly or via the appropriate channel for their offer.

The successful candidate must demonstrate a track-record in business development with a strong understanding of how Irish companies can scale their business in the South Asia region especially those selling via distribution and other channels. They will work in a co-ordinated and integrated manner with the with Enterprise Ireland team in India as well as colleagues

based in Ireland to achieve shared corporate targets in addition to proactively seeking out potential market opportunities for individual Irish companies and assisting client companies turn these opportunities into real sales.

Mindset & Approach:

- Ambition and hunger to exceed expectations.
- Able to think strategically but execute tactically.
- A passion for public service with a motivation to deliver impact.
- Highly collaborative with the ability to build trust across internal and client stakeholders.
- Curious and challenging.

Key Deliverables:

Client & market entry/development consultancy

- Become the key contact for a range of Enterprise Ireland client companies within the Indian marketplace. Build strong relationships with Irish companies in the portfolio and agree actions and plans to accelerate their export growth at individual and group/cluster level.
- Develop, adapt and execute a strategy for the sectors in India and South Asia.
- Deliver KPIs / export targets relating to the success and growth of Irish companies in the client portfolio to India and South Asia.
- Proactively identify evolving market trends, disruptive risks and opportunities and share these insights with Irish client base and sector colleagues.
- Lead the development and execution of marketing and promotion activity in key subsectors.
- Identify clear and validated market opportunities, relevant to Ireland's supply capability, and communicate with appropriate clients to encourage new entrants to the India market.

Buyer Engagement, Networking and Reputation Development

- Proactively work with a strong network of market contacts and provide a professional product sourcing service to local buyers. Increase the awareness of Ireland as a supply source and facilitate buyer/supplier contact.
- Quickly expand and manage a strong network of decision makers and market experts in relevant sub-sectors. Leverage this network and facilitate introductions to accelerate the growth of Irish companies in India.
- Drive and deliver a clear and sustainable avenue of engagement with key Indian corporates & engage with industry representative bodies to open doors at the highest levels between client companies and Indian industry.
- Represent Enterprise Ireland in the broader media, business and commercial environment, and collaborate closely with the other Irish government agencies in India to project a positive image of Ireland as an international supply source.

Teamwork, collaboration and mentoring

- Contribute to the India team by proposing & implementing new initiatives/project ideas/market opportunities to increase export growth of clients to the market.
- Collaborate closely with colleagues based in Ireland and within the regional and global network of offices.
- Mentor and Develop colleagues as required.

Project Management

- Undertake/manage agreed projects for individual Irish clients and persuade Irish clients at Director level to act on recommendations arising from such projects.
- In conjunction with the India country manager, provide leadership and support to pathfinders/consultants across the region in assigned sectors and support market research activities to fill knowledge gaps.
- Support Manager India to achieve budget management targets relating to projects approved for the market.
- Design, develop and manage Inward Buyer Visits to Ireland.
- Design, develop and manage agreed group events in India, including Trade Missions, sectoral events involving an aligned group of companies, and itineraries for individual clients visiting the market.

Functional Competencies

- Recent and relevant experience in sales and marketing is essential, this includes a good understanding of:
 - Business methods and sales processes.
 - The major issues impacting on the business competitiveness of companies and a particular knowledge/understanding.
 - The market entry process as it applies to the Indian market.
 - The specific challenges foreign Small and Medium Size companies face when entering a large mature sector.
 - The Life Sciences and related sectors in India.
- A track record of achieving results and KPIs and ability to proactively identify new sales/growth opportunities for Irish companies is essential.
- Strong consulting skills with a demonstrated ability to assess and challenge business plans including support around business models, value propositions, marketing and sales strategies, competitor analysis and market research and validation is essential.
- Strong project management, planning and administrative skills with a proven track record of delivering projects and events to firm deadlines is essential.
- Excellent communication and presentation skills with the ability to influence coupled with the capability of bridging cultural nuances.
- The ability to work with multiple clients and projects simultaneously.
- Experience of using CRM platforms.
- Strong networking skills, with established network of senior contacts in relevant sub sectors that could be leveraged by Enterprise Ireland clients seeking to win new business across the Life Sciences & Industrial sectors.
- The ability to build strong relationships internally and externally.
- Ability and willingness to travel regularly within the South Asia region as well as to Ireland.
- Strong record of contributing to a team to deliver shared results.
- Equally comfortable working in a team environment and on personal initiatives.
- The ability to quickly build a strong network within Enterprise Ireland as well as understanding EI strategy, priorities, supports and services delivered through the overseas office network.
- Knowledge of other markets in South Asia is desirable.
- Previous experience in an international business environment and/or trade development environment is desirable.
- Knowledge of Ireland's indigenous exporters capability and portfolio of clients is desirable.
- A relevant third level qualification in business, international business, strategy 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 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.

Why our people chose to work with us:

- Enormous opportunities for personal growth.
- Access to world class training & development through our professional qualification programme.
- Chance to work in a dynamic, fun and challenging environment where effort and ideas are recognised.
- Opportunity to influence change and deliver a societal impact.

Salary

3,607,619 INR

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.

Application and Selection Process:

The selection process may include short-listing of candidates. The selection criteria will be based on the requirements of the positions. 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) 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 supporting document quoting **EI.094.24E** to Lotika Mahindra: lotika.spearhead@intersearch.in by **Wednesday 3rd July 2024**. All applications will be acknowledged by e-mail.

ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON Friday 7th June 2024

Enterprise Ireland is an equal opportunities employer.