



Staff Opportunity

Title: Senior Market Adviser
Business Unit: Global Market Division
Reporting to: Overseas Manager, Germany, Austria & Switzerland
Salary: CHF 146,725
Location: Zurich, Switzerland
Contract Duration: This post is being offered on the basis of a 2-year local assignment.
Job Reference: **EI.100.24E**
Closing Date: **10th July 2024**

Applicants must be eligible to live and work in Switzerland at the time of application.

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.

To understand more about the diversity of projects and sectors covered by Enterprise Ireland as an organisation, please visit our website at www.enterprise-ireland.com

Role Purpose

As a senior executive in Switzerland, the candidate will act as the key point of contact for Irish SME's and collaborate closely with colleagues across the region to deliver results for Enterprise Ireland client companies.

The purpose of this role is to build export sales with Irish companies into Switzerland which currently amount to almost €400 MN in 2022. The market is key for our clients in the EZCEE region and is central to the achievement of Enterprise Ireland's ambitious growth targets in the regional strategy.

The target sectors/ subsectors sit within Life Sciences, Construction, Engineering, Industrial, Consumer and ICT.

The Senior Market Adviser will work with Enterprise Ireland client companies to support them to achieve significant growth in their exports into the market. The role will be Zurich based with a view to tapping into the opportunities specifically across Switzerland. The successful candidate will be required to initiate and implement a range of sales and marketing led activities, utilising their networking skills, consultancy skills and contact base, to mentor, identify opportunities and facilitate introductions for Irish client companies to achieve sales and exports.

Key Deliverables:

- Directly manage a portfolio of Irish client companies targeting the Swiss market. Proactively increase Irish exports to the market in line with targets agreed with the Manager of DACH and implement a range of services and programmes.
- Establish an extensive network of contacts at senior level in key companies and organisations and connect Enterprise Ireland client companies. Identify and build strong relationships with decision makers, influencers, media, service providers and consultants in the Swiss region.
- Proactively seek out potential market opportunities for individual Irish companies or specific client clusters. Introduce Irish companies to buyers and key contacts in the target markets and be responsible for contributing to the overall allotted metrics for the DACH markets.
- Promote the market to our key client companies, and challenge client companies to market and sell more effectively in-market.
- Drive export growth by supporting Irish client companies already exporting to Switzerland to grow sales in the markets.
- Work with Irish client companies with the potential to export to the market and support their entry through developing their strategies and market entry plans.
- Work in a coordinated and integrated manner with Ireland based sector and client departments to achieve shared corporate targets. The post holder will also be expected to work with the wider team to influence the strategic development of the sectors.
- Contribute to the wider EI team by proposing & implementing new initiatives/ project ideas/ market opportunities to increase export growth in the market.
- Work collaboratively with colleagues within the DACH team, Enterprise Ireland's global overseas network in addition to colleagues from other Government agencies and departments (IDA Ireland, Department of Foreign Affairs).
- Working with the Manager in Germany, take a leading role in establishing Enterprise Ireland's operation in Switzerland. Be the lead person in representing the Enterprise Ireland office in Switzerland and successfully coach & lead a team member.
- Regular and comprehensive reporting of local activities, client portfolios and metrics into internal Enterprise Ireland systems.
- Represent Enterprise Ireland in the broader media, business and commercial environment and with the other Irish government agencies projecting a positive image of Ireland as an international supply source.

Functional Competencies:

- Significant demonstrable sales, marketing & business development or related experience in Switzerland with significant, relevant exposure in some or all sectors (Life Sciences, Construction, Engineering, Industrial, Consumer and ICT) **is essential.**
- Commercial experience and an understanding of the specific challenges SMEs face when entering a mature market such as Switzerland **is essential.**
- Strong consulting and influencing skills with a demonstrated ability to assess, challenge and develop client's market entry plans **is essential**; this will include support around business models, value propositions and marketing and sales strategies.
- Understanding of and experience with Salesforce, LinkedIn Sales Navigator or other related support systems is required.
- A self-starter, results orientated with a "can do" attitude. Ability to work on own initiative in a small team as well as working within and contributing to a wider DACH team.



- Strong contacts and business network in the relevant sectors that could be leveraged to the benefit of Enterprise Ireland clients or demonstration of ability to do same.
- Demonstrate a highly developed commercial acumen and the ability to communicate with clients and buyers from a variety of business disciplines (Procurement, R&D, engineering, marketing etc) and at various decision-making and management levels.
- Excellent interpersonal and communication skills with good presentation skills.
- Fluency in English. Professional proficiency in German is required and desirable in French.
- Ability and willingness to mentor Graduate level market executives.
- Ability and willingness to travel domestically and internationally including travel to Ireland. A valid drivers license is also required.
- A relevant 3rd level qualification is desirable.

Salary:

CHF 146,725 – CHF 170,609

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.

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 EI 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 EI 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

Developing Yourself & Others

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

Application and Selection Process:

The selection process for this position 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) accompanying your CV.

To apply for the position, send a detailed CV and supporting document quoting **EI.100.24E** reference number to hrconnect@enterprise-ireland.com to be received on or before **Wednesday 10th July 2024**.

All applications will be acknowledged by e-mail.

**ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON
THURSDAY 20TH JUNE 2024**

Enterprise Ireland is an equal opportunities employer.