



## Staff Opportunity

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| <b>Title:</b>         | Senior Market Advisor  |
| <b>Sector:</b>        | Public Procurement Opportunities                                     |
| <b>Business Unit:</b> | Global Markets   |
| <b>Reporting to:</b>  | UK Manager Industrial Sectors  |
| <b>Salary:</b>        | £65,660  |
| <b>Location:</b>      | Manchester   |
| <b>Duration:</b>      | This post is being offered on the basis of a 3-year local assignment |
| <b>Job Reference:</b> | <b>EI.103.24E</b>  |
| <b>Closing Date:</b>  | <b>09<sup>th</sup> July 2024</b>                                     |

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

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**Enterprise Ireland** is the Irish Government's trade and innovation development agency. We work with entrepreneurial Irish businesses of all sizes to grow and scale in international markets. Our purpose is to secure the future of communities across Ireland through the sustainable development and growth of the Irish businesses we work with. A global organisation with 40 overseas offices working collaboratively, in the UK Enterprise Ireland has a team of 32 people across three offices in London and Manchester and Glasgow. Specialists with deep market expertise work with our clients and collaborate with colleagues in Ireland and around the world to support EI's client companies' export growth and expansion.

To learn more about Enterprise Ireland please visit our website at [www.enterprise-ireland.com](http://www.enterprise-ireland.com), check our socials or write to us.

### **The Role:**

We are recruiting a specialist to engage and co-ordinate a portfolio of Irish companies who are actively working with or looking to work with local authorities and the wider UK Public Sector across multiple areas including transport, housing, infrastructure, waste & recycling, roads & highways, digital transformation, education and work & skills. These Irish companies are manufacturing, technology, and services companies, at various stages of growth, from innovative start-ups to large companies.

This involves proactively nurturing a large portfolio of clients and strategically advising them on market entry and market growth plans, focusing on public sector opportunities in the UK. The Senior Market Advisor will broker introductions to public sector buyers, partners and stakeholders to succeed in the right channels and supply chains. Building strong long-term relationships and trust with key decision makers at the most senior level of local government and the public sector is required.

A key part of the role involves helping and advising companies to engage with local government and the public sector to propose solutions that support their goals and ambitions.

The role involves highlighting opportunities and raising awareness of Irish companies' strengths and capabilities, leveraging innovation, delivering value and expertise and advising and building capability programmes in areas such as tendering expertise and social value. The Senior Market Advisor will help Irish companies to understand the procurement processes, shifting market drivers, priorities and challenges of local government and the public sector, including those driven by Net Zero goals and accelerated digitisation. The successful candidate will assist Enterprise Ireland in influencing how the organisation and wider Irish ecosystem can best support the growth of this sector.

The role is based in Manchester and covers opportunities across the whole of the UK.

### **Key Deliverables:**

#### **Impact:**

- Agree and commit to KPIs with the UK Manager that will drive sustainable growth and success for Irish companies in the successful candidate's portfolio.
- Advise clients on their strategies for entering and growing in the UK, including helping them write business plans.
- Develop, adapt and execute a strategy for this sector in the UK.
- Develop and execute marketing and promotional activities for this sector.
- Nurture and leverage an effective professional network of decision makers and market experts that will give our clients the edge they need to succeed.
- Assess the growth potential of the portfolio and balance and prioritise effort, relative to other emerging areas of Irish capability.
- Demonstrate continuous improvement and excellence in everything we do.

#### **Communication**

- Maintain a best-in-class knowledge management systems by regularly updating EI's CRM system with client and stakeholder touchpoints.
- Demonstrate a high aptitude for influencing peers, mentoring, and developing colleagues and managing upwards.
- Work collaboratively with colleagues across the UK, EI's overseas network and HQ in Ireland.
- Proactively identify evolving market trends, disruptive risks, and opportunities. Share these insights with clients and colleagues.

#### **Professionalism**

- Uphold the highest standards of ethics, discretion, and diplomacy. Take an uncompromising approach to professionalism befitting a highly regarded government agency.

## **Functional Competencies:**

- Significant recent and relevant experience in business development, sales or advisory in the UK is essential.
- Proven ability to build and grow a strong strategic network externally and internally aligned to the sector is essential.
- The ability to proactively identify new sales/growth opportunities for clients and a track record of achieving impact and results is essential.
- Proven ability to deliver impactful client engagement at individual and group level.
- Strong consulting skills with a demonstrated ability to assess and challenge market plans.
- A self-starter to lead the UK sector planning and review process and execute the plan.
- Experience of working with and growing both new and established businesses.
- Generate new ideas and influence the strategic direction of Irish companies and our sector development work.
- Excellent communication and presentation skills. Ability to influence.
- Ability and willingness to travel throughout the UK and Ireland.
- Experience of using Salesforce or other CRM systems is desirable.
- Direct experience of working in the sectors associated with this role or related disciplines is desirable.
- A 3rd level business or related qualification is desirable.

## **Mindset & Approach**

- Ambition and drive 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.

## **Why our people chose to work with us**

- Opportunity to work in a dynamic, challenging and fulfilling environment where effort and ideas are recognised.
- Influence change and deliver a societal impact.
- Significant opportunities for personal growth and access to world class training & development.

## **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.

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**Salary:****£65,660 - £76,347**

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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 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 template attached) accompanying your CV.

To apply for the position, send a detailed CV and supporting document quoting **EI.103.24E** reference number to [hrconnect@enterprise-ireland.com](mailto:hrconnect@enterprise-ireland.com) to be received no later than **Tuesday 09<sup>th</sup> July 2024**.

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 TUESDAY 25<sup>th</sup> June 2024.**

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