



Staff Opportunity

Title:	Market Adviser, Entertainment, Gaming & Digital Marketing – Western USA
Business Unit:	Global Markets
Reporting to:	Manager, Western USA
Location:	Los Angeles
Contract Duration:	This post is being offered on the basis of a 1-year local assignment.
Job Reference:	EI.107.24E
Salary:	\$128,930

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

Enterprise Ireland is the trade and technology board of the Government of Ireland with responsibility to grow exports of Irish companies internationally.

The individual appointed to this role will act as the key point of contact for Irish Entertainment, Gaming & Digital Marketing companies and collaborate closely with colleagues across Americas to deliver results for Enterprise Ireland client companies.

Role Objectives:

Enterprise Ireland's Western USA team has aggressive objectives to build exports of client companies to the Western USA. Crucial to this objective is the strengthening of our West Coast team in Los Angeles to support the growing level of client activity in this key economic region.

As such, Enterprise Ireland is looking to appoint a Market Advisor into our Los Angeles office, who will lead the organisations focus across the USA on expanding Ireland's commercial base within the Entertainment & Gaming sectors in addition to playing a key role in the regional development of the wider Digital Technologies and Digital Marketing portfolios.

The successful individual will work as a core member of a dynamic team; 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 sales and marketing led activities, utilising their consultancy skills and contact base.

The position will also involve representing Enterprise Ireland in the business community and increasing the awareness of Ireland as a world class supply source and EI as a conduit through to that source.

Key Deliverables:

- Play a key contributory role in the development and execution of Enterprise Ireland USA's strategy for supporting Irish companies to clearly understand & access the opportunities that exist across the USA's Entertainment, Gaming & Digital Marketing markets.
- Collaborate with EI's global sector team leads to ensure a deep engagement across the portfolio of companies and collaboratively contribute toward the development and execution of robust market development plans for 20+ key clients focused on delivering significant impact on their exports into US market.
- Deliver on a number of pre-determined KPIs in relation to activities on behalf of these sectors and client companies and contribute more broadly to the Western US & wider Americas' team goals.

- Proactively increase Irish exports to the US market in line with targets agreed with the US West Coast Manager and implement a range of services and programmes to support Irish company sales activities.
- Establish an extensive network of contacts at senior level in key target companies, studios, distribution channels and other influencers (e.g. trade bodies) and connect Enterprise Ireland client companies to in market support.
- Develop a strong network of broader market contacts and provide a professional product sourcing service to local buyers.
- Actively and in a hands-on manner support client company market entry into the Western US region by building strong relationships within prospective US based target companies, channel partners to provide end customer access for Irish Entertainment, Gaming & Digital Marketing companies.
- Work with the EI Americas' sector team leads in adjacent industry verticals to ensure a wider engagement across our Entertainment, Gaming & Digital Marketing portfolio of companies and collaboratively contribute toward the development and execution of robust market development plans.
- Increase the awareness of Ireland as a supply and production source and facilitate buyer/supplier introductions.
- Work in a co-ordinated, collaborative and integrated manner with the Ireland-based Digital Technologies department to achieve collaborative & 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.
- Deliver key marketing & event programs aimed at increasing the awareness of Irish capability across the Entertainment, Gaming & Digital Marketing portfolio and end user market sectors
- Undertake/manage agreed projects for individual Irish clients and advise Irish clients at senior level to act on recommendations arising from such projects.
- Contribute to the Enterprise Ireland Western USA & broader Americas' team by proposing & implementing new initiatives / project ideas / market opportunities to increase export growth of assigned portfolio clients to the US market.
- Work collaboratively with colleagues within the Americas' team, Enterprise Ireland's global overseas network and those working for Enterprise Ireland in Ireland, in addition to colleagues from other Government agencies and departments (e.g. IDA Ireland, Department of Foreign Affairs and Trade DFAT).
- Represent Enterprise Ireland in the broader media, business and commercial environment and with the other Irish government agencies in the US, projecting a positive image of Ireland as an international supply source.

Functional Competencies

- Demonstrable relevant sales, marketing and business development experience or related experience is essential.
- Strong understanding and experience of the Entertainment, Gaming & Digital Marketing sectors in the US, with a specific focus on knowledge/understanding of market entry and partner options in the US is essential.
- Sales and marketing experience in the United States with an understanding of the specific challenges foreign Small and Medium Size companies face when entering a large mature sector is essential.
- Demonstrated capacity to rapidly assimilate the key drivers in business key sub-sectors and niches
- Knowledge of the key players across the Entertainment, Gaming & Digital Marketing industry sectors and have sound knowledge and understanding of the sectors' strengths and challenges.
- Experience and understanding of assisting SMEs accelerate their sales into the relevant sectors.
- Good knowledge/understanding of the different cultures and the major issues impacting business competitiveness of Irish Companies in the American Market.

- 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.
- Existing industry networks that could be leveraged by Enterprise Ireland clients seeking to export to this 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
- Clear ability to increase in-market delivery capability through the identification and management of 3rd 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 collaboratively with the flexibility to change and adapt approach as required.
- Excellent administration, interpersonal, communication and presentation skills.
- Ability and willingness to travel throughout the region and Ireland.
- Ability to represent Enterprise Ireland to external stakeholders and media.
- Prior experience with an enterprise-level CRM system is preferable.
- A relevant 3rd level qualification 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.

Salary Scale:

USD \$128,930 - \$137,160

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 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.107.24E** to hrconnect@enterprise-ireland.com to be received on or before **Monday 15th 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

**ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON MONDAY 1st JULY
2024**