



## Staff Opportunity

<b>Title:</b>	Senior Market Adviser – Digital Technologies
<b>Business Unit:</b>	Global Markets
<b>Reporting to:</b>	Regional Manager, Sao Paulo
<b>Location:</b>	Sao Paulo
<b>Contract Type:</b>	This post is being offered as a 3 year local assignment.
<b>Job Reference:</b>	EI.093.24E
<b>Closing Date:</b>	Friday 28 <sup>th</sup> June 2024
<b>Salary:</b>	BRL – 179,162

### ***Applicants must be independently eligible to live and work in the Brazil***

**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 international 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 39 offices. The organisations ['Leading in a changing world' strategy \(2022-2024\)](#) aims to put Irish enterprises at the forefront of creating solutions for global challenges while delivering sustainable prosperity throughout Ireland.

#### **Role Purpose:**

Enterprise Ireland, is recruiting a key person to help grow and develop exports of Irish companies from our ICT (Digital Technologies) portfolio to South America.

With combined value of exports of over €180m in 2022, the South American Region is a growing destination for Irish exporters. South America is an important region as Irish companies look to diversify into new markets.

The person appointed will join a dynamic Americas team, proactively working with Irish businesses to ensure they enter the market successfully and reach their full growth potential. This involves understanding and advising Irish companies on their market entry/market growth plans, brokering introductions to customers and partners, and highlighting market opportunities, helping companies understand shifting market dynamics. Raising the awareness in businesses and media across the region of the strengths and capabilities of Ireland is also a core part of this role.

Based in Sao Paulo, Brazil but with a South America remit, the appointed person will work with a portfolio of Irish companies from small companies through to established players. The role will involve driving scale in a large portfolio of clients targeting specific vertical markets/emerging trends including Digital Technology, Fintech & Financial Services, EdTech, Travel Tech, enterprise software, cybersecurity, and e-Health. This portfolio typically involves a larger volume of small and medium companies and the person appointed will therefore take a leadership role in developing supports and an engagement model to assist new exporters understand the South American markets and prepare them to become market ready creating a pathway and pipeline for direct, individual support with our team of sector specialists.

The successful candidate must demonstrate a track-record in business development with a strong understanding of how small-medium sized and large companies can scale their business in South America.

#### **Key Deliverables:**

- Deliver KPIs / targets relating to the success and export growth of Irish companies in the Technology sector.
- Lead the development of a defined portfolio of Irish companies establishing a strong understanding of their capabilities, building strong relationships, and agreeing actions to accelerate their export growth.
- Quickly expand and manage a strong network of decision makers and experts and facilitate introductions to accelerate the growth of Irish companies in the Region.

- Proactively identify evolving market opportunities and, disruptive risks under various scenarios. Develop effective means of sharing these insights with Irish client base and the Enterprise Ireland global sector teams.
- Understand benefits of different parts of the South American region as a starting point for exporters and relay this to colleagues in Ireland and Irish companies.
- Responsible for event and mission planning and implementation, both in Ireland and in South America.
- Work with Irish client companies individually and on a group/cluster basis as appropriate.
- Engage with other stakeholders including other Irish Government agencies and Departments as appropriate.
- Be an active, inclusive, participatory member of the Americas team and broader organisation.

#### **Functional Competencies:**

- Relevant experience in sales, marketing, and business development in South America, especially: Brazil, Colombia and Chile is essential.
- A track-record in the Technology & Services sector with a deep understanding of its specific challenges for Irish small-medium sized companies seeking to grow in the South America is essential.
- Strong consulting and influencing skills with a demonstrated ability to assess and challenge business plans is essential; this will include support around business models, value propositions, marketing and sales strategies, competitor analysis and market research.
- A good understanding of the Technology landscape and emerging market opportunities.
- Strong networking skills, with established network of senior contacts that could be leveraged by Enterprise Ireland clients seeking to win new business.
- A self-starter with experience of working on their own initiative and developing and managing projects with the flexibility to adapt approach as required.
- Experience of using Salesforce is desirable.
- Ability to represent Enterprise Ireland in dealing with external stakeholders and media.
- Ability and willingness to travel throughout the Americas Region and Ireland.
- A business degree or related qualification.
- Fluency in Brazilian Portuguese, Spanish and English is essential.

#### **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 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.

**Networking**

Establishes and maintains mutually beneficial relationships with colleagues and other networks for the purpose of sharing information.

**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.

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**Salary Scale:**

BRL 179,162 – 208,328

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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**Application and Selection Process:**

The selection process for this position may include short-listing of candidates. Language skills may be assessed as part of the recruitment process. 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.093.24E** to [HRconnect@enterprise-ireland.com](mailto:HRconnect@enterprise-ireland.com) by Friday 28<sup>th</sup> June 2024. All applications will be acknowledged by e-mail.

**ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON Friday 7<sup>th</sup> June 2024**

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

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