



**Title:** Senior Market Advisor, Digital Technologies – Toronto, Canada  
**Business Unit:** Global Markets Division  
**Reporting to:** Manager, Canada  
**Location:** Toronto, Canada  
**Contract Duration:** This post is being offered as a 3-year local assignment.  
**Job Reference:** **EI.160.23E**  
**Salary:** CAD 120,662

**Applicants must be eligible to work in Canada at time of application.**

Enterprise Ireland, the agency with responsibility with accelerating the growth of Irish companies on world markets, is recruiting a key person to assist the growth of exports to the Canadian market.

The purpose of this role is to work with Irish client companies with B2B SaaS products and Technology services to achieve significant growth in their business into Canada, with the primary markets served including Financial services, Business Process Services and other strong niches of Irish capability within Digital Technologies.

The successful candidate will be required to support the growth objectives of clients across multiple sectors through multiple routes to market with a particular emphasis on strategic sales opportunities. This is with the goal of building scaled market success in collaboration with key Irish companies. The successful candidate will bring considerable acumen, network and energy to a rewarding role working with Irish companies to establish strong positions in a key market partner for Ireland.

**Role Objectives:**

Enterprise Ireland has aggressive objectives to build and accelerate the success of client companies in the Canadian market, exports hit a record high of €452m last year, with a strong cluster of Financial Services, Fintech, Technology Services and Digital Technology clients exporting to the region.

The successful individual will work as a core member of a dynamic team in Canada, the Americas and Ireland; 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 Canada and to initiate and implement a range of impactful sales and marketing led activities, utilising their consultancy skills and contact base.

The position will also involve representing Enterprise Ireland in the business community, increasing the awareness of Ireland as a world class supply source, and acting as a trusted advisor connecting Canadian buyers to that capability.

**Key Deliverables:**

- Play a key contributory role in the development and execution of Enterprise Ireland Canada's strategy for supporting Irish companies to clearly understand and access market opportunities.
- Collaborate with EI Americas sector team leads to ensure the deep engagement with Digital Technologies 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.
- Deliver on a number of KPIs in relation to activities on behalf of these sectors and client companies and contribute more broadly to Canada and wider Americas team goals.
- Support delivery of Enterprise Ireland's Strategic Plan- Leading in a Changing World 2022-2024 - <https://www.enterprise-ireland.com/en/Publications/Reports-Published-Strategies/Leading-in-a-changing-world-Strategy-2022-2024.pdf>

- Proactively increase Irish exports to the Canada market in line with targets agreed with the 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 companies, distribution channels and other influencers (e.g. trade associations) and connect Enterprise Ireland client companies to accelerators/mentors/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 Canada by building strong relationships within prospective Canada based target companies and channel partners to provide end customer access for Irish technology companies.
- Work with EI Americas sector team leads in adjacent industry verticals to ensure a wider engagement across our Digital Technologies portfolio of companies and collaboratively contribute toward the development and execution of robust market development plans.
- Developing and maintaining up-to-date and in-depth knowledge of EI's programmes and services, particularly as regards internationalisation.
- Work in a co-ordinated, collaborative and integrated manner with Ireland based teams to achieve collaborative and 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.
- Contribute to the EI Canada and broader Americas team by proposing and implementing new initiatives/ project ideas/ market opportunities to increase export growth of assigned portfolio clients to the Canadian market.
- Where relevant, represent EI in the broader media, business and commercial environment and collaborate with the other Irish government agencies across Canada.
- Deliver key marketing and event programs aimed at increasing the awareness of Irish capability across the Digital Tech portfolio and end user market sectors.
- Undertake/manage agreed projects for individual Irish clients. Influence Irish clients at senior level to act on recommendations arising from such projects.
- Mentor and Develop colleagues as required.
- Work collaboratively with colleagues within the Americas team, Enterprise Ireland's global overseas network and HQ and sector teams; in addition to colleagues from other Government agencies and departments (IDA Ireland, Department of Foreign Affairs).

### **Functional Competencies**

- Minimum of 5 years recent sales, marketing, business development or related experience is essential, with a preference for expertise in selling SaaS products.
- Strong understanding of B2B software sales, preferably in Financial Services, Fintech, and broader Digital Technologies sector in Canada, with a specific focus on market entry and channel partner options is essential.
- Strong consulting skills and a demonstrated ability to assess, challenge and influence business plans for SMEs to help them grow their business is essential; this will include support around business models, value propositions, marketing and sales strategies, competitor analysis and market validation.
- Proven experience in lead generation and business development, identifying and prospecting potential customers.
- Ability to strategically assess the market and generate high-quality leads aligned with the company's target accounts.
- Existing industry networks that could be leveraged by Enterprise Ireland clients seeking to export to this market.
- Ability to proactively build and nurture strong, long-lasting relationships with a wide buyer network for Enterprise Ireland and identify new sales opportunities for Irish companies is essential.
- Exceptional relationship-building skills to establish and maintain connections with SME clients and a trusted advisor to executive-level business decision makers.
- Strong multitasking skills, with the capability to support a large number of clients, within different digital technology subsectors at different stages of their export journeys.

- Excels at providing exceptional one to one advisory and business development supports to clients, while simultaneously having the capability to manage key projects, events, and trade / inward buyer visits.
- A self-starter with experience of working on their own initiative, developing, and managing project sector work to support clients to meet with prospect customers and partners to win new business in Canada.
- Management of projects to increase in-market delivery capability through the identification and management of third-party collaborators.
- Ability to collaborate with the wider Enterprise Ireland team to achieve shared objectives, with the flexibility to change and adapt approach as required.
- Represent Enterprise Ireland to external stakeholders, media, events with strong public speaking and presentation skills.
- Knowledge of the key players across the key sectors and have sound knowledge and understanding of the sectors' strengths and challenges.
- Demonstrated capacity to rapidly assimilate the key business drivers in key sub-sectors.
- Good knowledge/understanding of the different cultures and the major issues impacting business competitiveness of Irish Companies in the Canadian Market.
- Experience working proficiently with Customer Relationship Management and digital tools is highly desirable.
- Excellent administration, interpersonal and communication skills.
- Ability and willingness to travel across Canada and Ireland.
- A relevant third 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.

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**Salary:**

CAD 120,662 – 140,305

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.

**Please note there is no relocation package associated with this role.**

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**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 - template attached) 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 your supporting document accompanying your CV.

To apply for the positions, send a detailed CV and supporting document quoting reference number **EI.160.23E** to [ikinsella@morganmckinley.com](mailto:ikinsella@morganmckinley.com) to be received no later than **Friday 17th May 2024**

**ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON  
Friday 2<sup>nd</sup> May 2024**

**Enterprise Ireland is an equal opportunities employer**