



**Title:** Market Advisor  
**Sector:** Consumer Retail  
**Business Unit:** Global Markets  
**Reporting to:** Senior Market Advisor, London  
**Salary:** £58,874  
*(Candidates should note that entry will be at the minimum of the relevant scale)*  
**Location:** London  
**Duration:** This post is being offered on the basis of a 3-year local assignment  
**Job Reference:** **036.EI.26E**  
**Closing Date:** **30<sup>th</sup> March 2026**

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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 development and innovation agency.** We partner with ambitious Irish businesses of all sizes to help them innovate, grow, and scale in international markets. Our mission is to strengthen the long-term prosperity of communities across Ireland by supporting the sustainable development and global success of Irish enterprises.

As a global organisation, Enterprise Ireland operates from 40 overseas offices, working collaboratively to accelerate client growth. In the UK, our team of 32, is based across London and Manchester. With deep sector and market expertise, they work closely with Irish client companies—supported by colleagues in Ireland and worldwide—to drive export growth, market entry, and international expansion.

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

### **The Role:**

Enterprise Ireland’s London office is seeking a motivated Market Advisor for Consumer Retail to help ambitious Irish brands succeed in the UK. In this role, you’ll guide a varied portfolio of companies, some new to the UK, others scaling, through every stage of their export journey.

You’ll provide strategic advice on market entry, sales channels, brand building, and growth across both D2C and B2B models. You’ll also play a key role in identifying opportunities, opening doors, and connecting Irish companies with UK buyers, partners, and industry stakeholders.

If you’re a motivated self-starter, passionate about consumer products, and want to help Irish brands in the UK, this is an exciting opportunity to join our team.

### **Key Deliverables:**

**Client Portfolio Management:** Oversee a portfolio of Irish start-ups, scale-ups and larger companies. Take responsibility for a number of high-profile, key clients along with spending time continuously ensuring that the UK Consumer team is prioritising the right clients in our market at the right time.

**CRM Management:** Maintain up-to-date records of all client interactions and activities in our CRM system, ensuring accurate and comprehensive data to support client management and reporting. Using captured knowledge to ensure best-in-class client portfolio management.

**Networking:** Establish and maintain a robust network of UK decision-makers and influencers across retailers, distributors and industry influencers to benefit the client portfolio. Utilise this network to



facilitate introductions and provide valuable insights that benefit our clients and help them to achieve their commercial objectives.

**Strategic Development:** Create and implement tailored strategies for the sector and for clients to support their growth and success.

**Growth and Success:** Drive client growth in the UK market through both individual and group-level initiatives.

**Performance Metrics:** Achieve all assigned metrics and KPI targets, contributing to the broader goals of the UK team and the wider organisation.

**Market Planning:** Collaborate with clients to develop and execute UK market entry and growth plans.

**Awareness Initiatives:** Design and implement activities and initiatives to increase awareness of your portfolio's capabilities in relevant UK sectors and among key customers.

**Market Research:** Continuously research market trends and changes, identifying emerging opportunities and risks. Share these insights with colleagues and clients.

**Team Collaboration:** Actively participate as an inclusive, supportive, and engaged member of the team.

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

#### **Functional Competencies:**

- Demonstrable recent and relevant experience in functions such as Sales, Marketing or Business Development in the consumer products sector. Exposure to categories such as Health & Beauty, Apparel & Textiles, Pet Health & Nutrition, or Home & Gift is **essential**.
- Strong networking and relationship-building skills are **essential**. An established network of senior contacts in the UK that could be leveraged is **desirable**.
- Strong consulting and influencing abilities, with the capacity to assess and challenge business plans is **essential**. This will include support around business models, channel strategy, and route to market, value proposition, marketing and sales strategy, competitor analysis, and market research.
- Experience working with consumer brands across omnichannel is **desirable**.
- Strong understanding of market dynamics, consumer trends, and relevant regulatory frameworks.
- Excellent administration, communication, and presentation skills.
- Ability and willingness to travel throughout the UK and Overseas.
- A degree or similar qualification in a relevant field is desirable, however all candidates with significant, appropriate experience will be considered.

#### **Mindset & Approach:**

Ambitious and driven to exceed expectations.

A passion for public service with a motivation to deliver impact.

Highly collaborative with the ability to build trust across internal and client stakeholders.

#### **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:**

**£58,874 - £67,737**

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. 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 presented in the mandatory supporting document (maximum 2 pages) accompanying your CV.

To apply for the position, send a detailed CV and supporting document quoting **036.EI.26E** reference number to [talentacquisition@enterprise-ireland.com](mailto:talentacquisition@enterprise-ireland.com) to be received no later than **Monday 30th March 2026**.

All correspondence will be acknowledged in writing by the Talent Acquisition team within 3 working days. Applicants who do not receive an acknowledgement within 3 working days should contact [talentacquisition@enterprise-ireland.com](mailto:talentacquisition@enterprise-ireland.com).

**ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON MONDAY 16<sup>th</sup> MARCH 2026**

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

**[Recruitment Data Protection Statement | Enterprise Ireland \(enterprise-ireland.com\)](#)**