

<b>Title:</b>	Market Adviser, Lifesciences, Medtech & Digital Health
<b>Sector:</b>	Lifesciences, Medtech & Digital Health
<b>Business Unit:</b>	Global Markets Division
<b>Location:</b>	New York
<b>Reporting to:</b>	US Head of East Coast, New York
<b>Salary:</b>	USD \$116,130
<b>Duration:</b>	This post is being offered on the basis of a 3-year local assignment
<b>Job Reference:</b>	<b>051.EI.26E</b>
<b>Closing Date:</b>	<b>Tuesday 19<sup>th</sup> May 2026</b>

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**Applicants must be independently eligible to work in the US.**

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**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 over 40 offices. Enterprise Ireland delivers an annual schedule of International Trade Missions and Events, as well as Inward Events, Media & Buyer Visits, in Ireland and into the US to promote opportunities for Irish enterprise that support the achievement of Enterprise Ireland's target of creating 40,000 new jobs, and total exports of €50bn by 2029. These missions and events are important gateways to international markets for Irish companies, from start-up to SMEs, and are a key Enterprise Ireland platform to help Irish companies scale international markets and engage with international buyers across a range of sectors and industries. For more information on Enterprise Ireland's strategy, click here ['Delivering for Ireland, Leading Globally \(2025-2029\)'](#)

Enterprise Ireland is a global organisation with 40 overseas offices working collaboratively together. In the US, Enterprise Ireland has a team of 30 people across eight offices that include New York, Boston, Atlanta, Chicago, Austin, San Francisco, Los Angeles and Seattle. Sector/market specialists work with dynamic graduates from our international graduate programme and collaborate with colleagues in Ireland and internationally to support company export growth and expansion.

To understand more about the diversity of activities and sectors covered by Enterprise Ireland as an organisation, please visit our website at [www.enterprise-ireland.com](http://www.enterprise-ireland.com).

### **Role Purpose**

The purpose of this role is to work with Irish client companies to support them to achieve significant growth in their exports in the US, with the primary focus being on the Lifesciences, Medtech and Digital Health sector. This role will also require providing support to the Head of US East Coast in New York with strategic marketing, social media, communications & data quality initiatives, and delivering outstanding services for clients.

### **Key Deliverables**

- Deliver on a number of pre-determined targets in relation to activities on behalf of the Lifesciences and Digital Health client portfolio.
- Develop and implement US sales and market plans with key clients.
- Establish an extensive network of contacts at senior level in key US companies, healthcare providers, retailers, distribution channels and other influencers (e.g. trade associations) and connect Enterprise Ireland client companies to accelerators/mentors/in market support.
- Identify new business development opportunities for clients and advise clients on how they can best position themselves to win these sales and contracts in the region.
- Promote the US market to our key client companies, and challenge client companies to market and sell more effectively in-market.
- Develop expertise in key sub-sectors of the Lifesciences and Digital Health markets where Enterprise Ireland clients have substantial capability and proactively share this information with

clients.

- Support in the development of a clear message and value proposition for Irish client companies, in support of their sales activities in the region, identifying opportunities through provision of in-market support and the identification of strategic in-market partners. Assist and support clients to turn opportunities into real sales.
- Work collaboratively with colleagues within the US team, Enterprise Ireland's global overseas network, and Ireland-based teams, in addition to engaging with colleagues from other Government agencies and departments, including IDA Ireland and the Department of Foreign Affairs and Trade (DFAT).
- Work with Irish based colleagues to engage with clients in collaborative diagnosis of capability across a range of business areas in order to assist companies build robust scalable business plans suitable for market conditions in the region.
- Proactively seek out new opportunities for Enterprise Ireland clients in the given sectors in the USA.
- The key geographic areas of focus for development will be the East Coast region of the USA.
- Proactively input relevant market/client information to management information systems across the organisation.
- Represent Enterprise Ireland in the broader media, business and commercial environment in USA, and project a positive image of Ireland as an international supply source.
- Research and analysis including emerging opportunities, trends and changing market dynamics
- Be an active, inclusive and collaborative member of the East Coast and broader US team.

### **Functional Competencies**

- Recent and relevant commercial/business development experience in US or similar markets **is essential**.
- A self-starter with experience of engaging with C level executives in large organisations **is essential**.
- Demonstrable understanding and recent commercial experience in the Lifesciences and Digital Health industries in the US **is essential**.
- Demonstrable sales and marketing experience, strong marketing ability with good knowledge of business methods and sales processes **is essential**, ideally in the Lifesciences, MedTech and Digital Health sectors.
- Experience and knowledge of business development with strong consulting skills **is essential**, and a demonstrated ability to assess and challenge business plans for SMEs to help them grow their business.
- Knowledge of the key players in targeted sectors and has up to date knowledge and understanding of the sectors' strengths and challenges.
- Strong networking capabilities and skills, with an existing network that could be leveraged by Enterprise Ireland clients seeking to export to this market.
- Good knowledge/understanding of the major issues impacting business competitiveness of Irish Companies in the American Market.
- Ability to work on own initiative and to manage projects including the organisation of client/buyer events.
- Create and manage event content and materials including presentations, brochures, and videos.
- Experience with social media, online, and PR outreach campaigns.
- Demonstrable ability to increase in-market delivery capability through the identification and management of third-party collaborators, with a track record of achieving results.
- Excellent interpersonal and communication skills with good presentation skills.
- Strong I.T. and project management skills.
- A passion for public service with motivation to deliver impact.
- Highly collaborative with the ability to build trust across internal and client stakeholders.
- Ability and willingness to travel throughout the US market.
- A third level qualification in Business or related discipline.

**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:**

USD: \$116,130 - \$133,612

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 may include short-listing of candidates. The selection criteria will be based on the essential 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 essential requirements. This must be presented in the mandatory application form (maximum 2 pages – template attached) accompanying your CV.

A COMPLETE application includes:

1. A fully completed mandatory application form (every question answered)
2. A copy of your CV

Failure to submit the mandatory application form and CV may result in your application not being considered.

To apply for the position, send a detailed CV and mandatory application form quoting the relevant job number **051.EI.26E** to [talentacquisition@enterprise-ireland.com](mailto:talentacquisition@enterprise-ireland.com) to be received **on or before Tuesday 19<sup>th</sup> May 2026**.

***N.B. All correspondence will be acknowledged in writing by the Talent Acquisition Department 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 ON TUESDAY 5<sup>th</sup> MAY 2026.**

**Enterprise Ireland is an equal opportunities employer**

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