



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: EI.001.26E
Closing Date: 19 January 2026

Applicants must have the legal right to live and work in the location.

Enterprise Ireland is the Irish Government's trade and innovation development agency. We work 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 the Irish businesses we work with. A global organisation with 40 overseas offices working collaboratively, in the UK Enterprise Ireland has a team of 32 people across two offices in London and Manchester. Specialists with deep market expertise work with our clients and collaborate with colleagues in Ireland and around the world to support EI's client companies' export growth and expansion.

To learn more about EI please visit our website at www.enterprise-ireland.com, check our socials or write to us.

The Role:

An opportunity has arisen at Enterprise Ireland's London Office for a specialist in Consumer Products to join our team as a Market Advisor.

The Market Advisor will proactively support Irish companies entering and scaling in the UK market. Their portfolio will be broad and contain a range of companies at different stages of the journey, from those just starting out in the UK to others already enjoying a strong foothold. This task requires nurturing a deep understanding of the export journey and its challenges; strategically advising companies on market entry and assisting with market growth plans. The Market Advisor will advise on the strategic approach of companies selling direct to consumer as well as B2B, they will also advise client companies on brand building in the UK market. The Market Advisor will broker introductions to buyers, partners, and stakeholders, and proactively identify appropriate channels and opportunities that give the best chances of producing meaningful impact.

Key Deliverables:

Impact

- Define and agree KPIs with your line manager to deliver sustainable growth for our Irish clients in the UK market.
- Build long lasting relationships with our clients based on trust.
- Develop, adapt, and execute a strategy for the sector in the UK.



- Build and leverage a network of retailers, distributors, and industry influencers to create competitive advantage for our clients.
- Identify and convert high-potential opportunities that enable our clients to win new business across retail, wholesale, and e-commerce channels.
- Advise on UK market entry and growth plans, including supporting clients in developing robust business plans.
- Work collaboratively with your line manager to provide best in class supports for our clients and champion a culture of continuous improvement.

Communication

- Become the go-to expert for your sector in the UK.
- Maintain accurate and timely updates in EI's CRM system to ensure best-in-class knowledge management.
- Demonstrate a high aptitude for influencing peers and managing upwards.
- Work collaboratively with colleagues across the UK, EI's overseas network and HQ.
- Proactively identify evolving market trends, disruptive risks, and opportunities. Share these insights with clients and colleagues.

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 Business Development and Sales & Marketing in the consumer products sector is essential. This should include exposure to categories such as Health & Beauty, Apparel & Textiles, Pet Health & Nutrition, or Home & Gift.
- Strong understanding of market dynamics, consumer trends, and relevant regulatory frameworks is essential.
- Ability to use market knowledge, industry reports, insights and experience to advise clients on market plans, developments and opportunities is essential.
- Excellent administration, communication and presentation skills.
- Good consulting skills with an ability to assess and challenge business plans. This will include support around their business model, channel strategy (including dealer management) and route to market, value proposition, marketing and sales strategy, competitor analysis, and market research.
- Experience of developing business relationships with key networks across the UK of value to Enterprise Ireland and client companies, including established industry networks.
- Ability and willingness to travel throughout the UK and Overseas.
- Experience working with consumer brands across omnichannel desirable.
- A degree or similar qualification in a relevant field is desirable, however all candidates with significant, appropriate experience will be considered

Mindset & Approach:

- Ambition and drive 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

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.

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 contained in a short document (maximum 2 pages) accompanying your CV.

To apply for the position, send a detailed CV and supporting document quoting **EI.001.26E** reference number to hrconnect@enterprise-ireland.com to be received no later than **Monday, 19 January 2026**.

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 FRIDAY, 05 JANUARY 2026

Enterprise Ireland is an equal opportunities employer.

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