

Title: Senior Market Advisor, Industrial Technologies
Business Unit: Global Markets Division
Reporting to: Manager, Canada
Location: Toronto or Montreal, Canada
Contract Duration: This post is being offered as a 3-year local assignment.
Job Reference: **EI.040.25E**
Closing Date: **Tuesday, 26th August 2025**

**Applicants must be eligible to work in Canada at time of application.
Please note there is no relocation package associated with this role.**

Enterprise Ireland is the Irish Government's trade and investment agency working with entrepreneurial Irish businesses of all sizes to grow and scale in international markets.

Location:

For applicants based in Toronto, the geographic market focus for this role will be on Ontario, Prairie & Atlantic provinces.

For applicants based in Montréal, must be bilingual (Eng/Fr) and the geographic market focus for this role will be on Quebec and Ontario.

Role Purpose:

The Senior Market Advisor supports Irish companies to start and grow in international markets by providing strategic advice and meaningful connections in the Canadian industry to accelerate market development.

The Senior Market Advisor will support a wide and diverse Industrial portfolio of companies with capabilities across, **Industrial Manufacturing Solutions, Sub-supply, Energy, Renewables, Cleantech, Logistics & Materials handling & Life Sciences, amongst other subsectors.**

The successful candidate will be required to support the growth objectives of key clients across multiple sectors through multiple routes to market with a particular emphasis on strategic sales opportunities.

This includes the initiation and implementation of a range of sales and marketing led activities, utilizing their consultancy skills and contact base, to achieve strategic objectives and exports growth for their portfolio companies.

The successful candidate will bring considerable acumen, network and energy to a rewarding role working with Irish companies to establish strong positions across Canada.

The position will also involve representing Enterprise Ireland in the business community, travel to conferences across Canada and increasing the awareness of Ireland as a world class supply source and Enterprise Ireland as a conduit through to that source.

Key Deliverables:

KPI Targets:

- Deliver KPIs / targets relating to the success and growth of Irish companies in the sector, that includes commercial milestones.

- Undertake/manage agreed 1:1 advisory projects for individual Irish clients to accelerate their market entry/development in Canada.

Client Portfolio Management:

- Build strong relationships with Irish companies in the portfolio.
- Develop and execute robust market entry and market scaling plans for 20+ key Irish Industrial portfolio companies focused on delivering significant impact on their exports into Canada.

Consultancy & Advisory:

- Assess and challenge business plans of clients including support around business models, value propositions, marketing and sales strategies, competitor analysis and market research.
- Take a lead and active role in the development of a clear message and value proposition for Irish companies, in support of their sales activities in the region.
- Develop expertise in key sub-sectors within Industrial related industries where portfolio companies have substantial capability and proactively share this information with them.

Network:

- Establish, continue to build and nurture an extensive network of contacts at senior level in relevant buying organizations, distribution channels, and other key Industry Canadian companies to facilitate introductions to accelerate the growth of Irish companies in Canada.
- Where relevant, represent EI in the broader media, business and commercial environment in Canada.

Project Delivery:

- Deliver key marketing and event programs aimed at increasing the awareness of Irish capability across the portfolio and end user market sectors.
- Contribute to the Enterprise Ireland 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.

Collaboration:

- Mentor and Develop colleagues as required.
- Work collaboratively with colleagues within the Americas team, Enterprise Ireland's global overseas network and those working for Enterprise Ireland in Ireland, in addition to colleagues from other Government agencies and departments (IDA Ireland, Department of Foreign Affairs DFA).

Functional Competencies:

- Demonstrable significant sales, marketing, business development or related experience in Canada is essential.
- Proven experience of assisting SME's accelerate their sales into the relevant sectors is essential, this includes strong consulting skills and a demonstrated ability to assess and challenge business plans for SME's to help them grown their business.
- Strong marketing ability with good knowledge of business methods and sales processes is essential.
- Strong understanding and knowledge of Industrial and sub-sectors outlined in this role including industry trends, opportunities and challenges is essential.
- Strong networking capabilities and proven ability to build and expand network, in addition to having an existing network that can be leveraged by Enterprise Ireland Industrial portfolio companies seeking to export to this market is essential.
- Knowledge of the key players in targeted sectors and has up to date knowledge and understanding of the sectors' strengths and challenges.

- Ability to proactively identify new sales opportunities for Irish companies that will lead to increased employment in Ireland.
- Ability to influence and shape the strategic direction both of Irish companies and of the sector development work undertaken by Enterprise Ireland.
- Experience of working with and growing both new and Ability to work on own initiative and to manage projects including the organisation of events with portfolio companies and their target contacts.
- Ability to deal with multiple sectors and assimilate a large amount of varied sectoral information is essential.
- Ability to create, coordinate and execute on events and bringing portfolio companies or target prospects on a 2 - 4 day business scoping itinerary (within Canada and Ireland).
- Excellent communication and presentation skills. Ability to influence.
- Experience of using digital sales tools such as LinkedIn Sales Navigator, and a CRM platform such as Salesforce is essential.
- Ability and willingness to travel throughout Canada, North America and Ireland.
- A third level business or related qualification.
- French language capability is highly 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.

Salary:

For Salary Information please contact jennifer.Lefebvre@osbornerecruitment.ca

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 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) 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.040.25E** to jennifer.Lefebvre@osbornerecruitment.ca to be received **no later than Tuesday 26th August 2025**.

**ISSUED BY THE PEOPLE IRELAND DEPARTMENT, ENTERPRISE IRELAND
ON 12th AUGUST 2025**

Enterprise Ireland is an equal opportunities employer

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