

Staff Opportunity

Title:	Senior Market Adviser
Sector:	Life Sciences and Agritech
Business Unit:	Global Markets Division
Reporting to:	ASEAN Director
Salary:	VND 1,157,880,810
Location:	Vietnam
Contract Duration:	This post is being offered on the basis of a 3-year local assignment.
Job Reference:	EI.062.24E
Closing Date:	9th May 2024

Applicants must be eligible to work in Vietnam or must have the legal right to live and work in Vietnam.

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 global 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. Our market advisers in these overseas offices work one-to-one with Irish businesses helping them to start and scale their exports.

The organisations '[Leading in a changing world' strategy \(2022-2024\)](#) outlines how we aim to put Irish enterprises at the forefront of creating solutions for global challenges while delivering sustainable prosperity throughout Ireland.

Role Purpose:

The Irish Government export development agency, Enterprise Ireland (EI), is recruiting a key person to drive the growth in export sales of Irish companies in Vietnam, primarily for the **Life Sciences and Agritech sectors** from Ireland.

This portfolio within SE Asia Region is one of the fastest growing sectors for Irish exporters, with strong opportunities to be supported in Vietnam. In the context of Brexit and other global challenges, the SE Asia is an important region as Irish companies look to diversify into other markets.

The person appointed will work as a senior member of a dynamic SE Asia team, proactively engaging with Enterprise Ireland supported businesses from Ireland to ensure they enter the Vietnam market successfully and reach their full growth potential in terms of market share. This involves understanding and advising relevant Irish companies on their market entry and market growth plans, brokering introductions to customers and partners in the market. The role also involves highlighting market opportunities to the Irish client company base, helping them understand shifting market dynamics and raising the awareness in businesses and media in Vietnam and across the SE Asia region of the strengths and capabilities of Ireland.

Based in our Ho Chi Minh Office, with the flexibility of supporting activity across the SE Asia Region, the appointed person will work with a core number of Irish clients across the portfolio. These will be primarily Irish SMEs building their SE Asia presence by targeting end customers directly or via the appropriate sales channel for their offer.

As a senior executive in this new location, the candidate will act as the key point of contact in Vietnam for all supported client companies, collaborating closely with colleagues across ASEAN to deliver results for all Enterprise Ireland client companies. The successful candidate will have highly relevant commercial experience and will join a dynamic ASEAN team, working in partnership with the wider Enterprise Ireland Asia Pacific and Ireland based teams.

As a Senior Market Advisor, the successful candidate will be required to initiate and implement a range of sales and marketing led activities, utilising their consultancy skills and contact base, to identify opportunities and facilitate introductions for Irish client companies to achieve sales in Vietnam (and Cambodia as required).

He/she will work with Irish companies within the pre-defined priority sectors to accelerate their market entry and scale their business within the Vietnamese market. A key focus will be identifying pipeline and assisting companies already active in other markets to successfully diversify to Vietnam.

The position will also involve representing Enterprise Ireland in the business community and increasing the awareness of Ireland as a world class supply source of technology and services.

The successful candidate will be fully bilingual (English / Vietnamese) and have an existing network across Vietnam and be highly motivated and results focused to achieve ambitious targets across the core sectors of Agritech and Healthcare. The person should also be able to demonstrate their track-record in business development with a strong understanding of how Irish companies can scale their business in the Vietnam market across these sectors, especially those selling via distribution and other channels.

Enterprise Ireland is a global organisation with 40 overseas offices working collaboratively together and with sector teams in Ireland to deliver ambitious export growth targets set out in the current strategy.

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.

Key Deliverables:

- Being the local country lead and further develop a defined portfolio of Irish client company's for the Life Sciences and Agritech sector in Vietnam, establishing a good understanding of their capabilities, building strong relationships with these and agreeing actions to accelerate their export growth into the market.
- Deliver on a number of pre-determined KPIs / targets in relation to activities for your sector(s) and client companies as well as timely recording of this information on all relevant CRM platforms. Further develop and execute on [Enterprise Ireland's Strategic Plan 2022-2024](#)
- Proactively identify opportunities for Irish companies through market intelligence, connections and research.
- As the role involves working with clients with a broad variety of product offerings, the ideal candidate must possess a strong business acumen and the ability to communicate with executives from a variety of business disciplines and at various decision-making and management levels within a corporation.
- Increase the awareness of Ireland as a supply source and facilitate buyer/supplier contact through a variety of means incl. Trade Missions, Events, Inward Buyer Missions etc....
- Influence and advise client companies on how best to successfully enter the region for the first time and diversify into other markets in the ASEAN region when ready.
- Proactively seek out potential market opportunities for individual Irish companies and help clients to turn these opportunities into sustained sales leads.
- Work in a co-ordinated, collaborative and integrated manner with Ireland based colleagues to achieve shared corporate targets in the sector.
- Contribute to the EI broader APAC team by proposing & implementing new initiatives/ project ideas/market opportunities to increase export growth of assigned portfolio clients to the APAC market.
- Work collaboratively with colleagues other Government agencies and departments as appropriate in the market
- Where relevant, represent EI in the broader media, business and commercial environment and collaborate with the other Irish government agencies across the ASEAN region projecting a positive image of Ireland as an international supply source.
- Be an active, inclusive and participatory member of the ASEAN and broader APAC team.

Functional Competencies:

- At least 5-7 years recent sales, marketing and business development experience in the Vietnam market, with a specific focus on market entry and channel partner options is essential.
- Business level Vietnamese and English language skills are essential.

- Excellent interpersonal and communication skills including excellent presentation skills.
- Knowledge and understanding of the opportunities and issues impacting business competitiveness of companies entering and scaling in the Vietnam market is essential.
- Strong consulting skills with experience and knowledge of lead generation and business development with a demonstrated ability to assess and challenge business plans for SMEs to help them grow their business in the region is essential.
- A self-starter with experience of working on their own initiative and developing and managing projects and large events with the flexibility to adapt approach as required.
- Strong networking skills, with established network of senior contacts that could be leveraged by Enterprise Ireland clients seeking to win new business.
- Ability to represent Enterprise Ireland to external stakeholders and media.
- A third level business or related qualification is desirable.
- Ability and willingness to travel throughout the market and wider ASEAN region, as needed.
- A deep understanding of the outlined sectors including knowledge of the key players, business methods and sales processes, emerging opportunities including an understanding of the sectors strengths and challenges.
- Ability to influence and shape the strategic direction both of Irish companies and of the sector development work undertaken by Enterprise Ireland in the market.
- Solid, demonstratable experience of using Salesforce or a similar CRM platform.

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:

VND 1,157,880,810 – VND 1,346,373,034

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.062.24E** reference number to hrconnect@enterprise-ireland.com to be received on or before **Thursday 9th May 2024**.

All applications will be acknowledged by e-mail.

ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON 25th APRIL 2024

Enterprise Ireland is an equal opportunities employer.