

Staff Opportunity

Title:	Senior Market Adviser, Dusseldorf, Germany (ICT Sector – FinTech/Enterprise/ eCommerce)
Business Unit:	Global Markets
Reporting to:	Country Manager, Germany
Location:	Dusseldorf, Germany
Salary:	€90,999 (Candidates should note that entry will be at the minimum of the relevant scale)
Contract Type:	This post is being offered on the basis of a 3-year local assignment
Job Reference:	EI.062.25E
Closing Date:	Tuesday, 6 th May 2025

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

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.

Enterprise Ireland's (EI) strategy for the period 2025 – 2029, will focus on supporting Irish business to accelerate sustainably and increase their contribution to economic growth. The environment in which Irish businesses operate is constantly changing and business needs to be innovative and ambitious to succeed. Our 5-year strategy sets out how we will support Irish business to START, COMPETE, SCALE and CONNECT to deliver jobs across Ireland and impact globally.

To understand more about the diversity of projects and sectors covered by Enterprise Ireland as an organisation, please visit our website at www.enterprise-ireland.com

Role Purpose:

Germany is a key market for Enterprise Ireland clients, delivering exports of over €2.3 bn in 2023. Germany is the largest market for our clients in EZCEE and the country is central to the achievement of Enterprise Ireland's ambitious growth targets in the Eurozone regional strategy.

The purpose of this role is to grow the footprint of Enterprise Ireland clients from the ICT sector with a focus on the eCommerce, FinTech and Enterprise subsectors. It involves taking a strategic approach to the development of these sectors while working with a portfolio of client companies to support them to enter and /or achieve significant growth in their exports to these markets, in order to contribute to regional targets.

The successful candidate will be required to initiate and implement a range of strategic business development activities, utilising their networking skills, consultancy skills and contact base, to identify opportunities and facilitate introductions for Irish client companies to achieve sales and exports in the German market.

In addition to responsibilities for the ICT sectors mentioned above for the German market, the successful candidate will collaborate on the development of these sectors across the region thereby contributing to the further development and implementation of the Eurozone strategy.

Key Deliverables:

The focus of this Senior Market Adviser role is to support Irish companies in growing sustainable export sales in the German market.

Key responsibilities are to:

- Directly manage a portfolio of Irish client companies targeting the German market. Proactively increase Irish exports to the market in line with targets agreed with the Manager of Germany and implement a range of services and programmes.
- Establish an extensive network of contacts at senior level in key companies and organisations and connect Enterprise Ireland client companies to accelerators/mentors/in market support. Identify and build strong relationships with decision makers, influencers, media, service providers and consultants in the sectors.
- Proactively seek out potential market opportunities for individual Irish companies or specific client clusters and help clients to turn these opportunities into real sales. Introduce Irish companies to buyers and key contacts in the target markets and be responsible for contributing to the overall allotted metrics for the DACH markets.
- Promote the market to our key client companies, and challenge client companies to market and sell more effectively in-market.
- Work with Ireland-based colleagues to identify and engage with clients and assist them in building robust scalable business plans suitable for market conditions in the country.
- Develop the sectoral strategy and create and implement an operational plan focussed on one-to-one engagement with clients supplemented by relevant and effective projects and events (both physical and online) to facilitate engagement between Irish companies and potential buyers and partners from the country.
- Support the German team and local manager on office initiatives, Ministerial programs and cross sectoral events.
- Collaborate with colleagues across the region and contribute to, and drive and coordinate some pan-European projects.
- Represent Enterprise Ireland in the broader media across the southern region, business and commercial environment and with the other Irish Government agencies in the region, and project a positive image of Ireland as an international supply source.
- Mentor and develop colleagues as required in the Eurozone team.

Functional Competencies:

- At least 5 years recent commercial/business development experience in the German market with some direct experience in the ICT sectors is essential.
- Knowledge and understanding of the German ICT sector including knowledge of the key players, business methods and sales processes, emerging opportunities and an understanding of the sectors strengths and challenges is essential.
- An understanding of the specific challenges foreign Small and Medium Size companies face when entering mature markets such as Germany is essential.
- Highly developed commercial acumen and the ability to communicate with buyers from a variety of business disciplines (Procurement, R&D, product management, marketing etc) and at various decision-making and management levels within a corporation.
- Strong consulting and influencing skills with a demonstrated ability to assess, challenge and shape the strategic direction of Irish companies and of the sector development work undertaken by Enterprise Ireland.
- Strong contacts and an existing network in the ICT sectors, or demonstrated ability to build same, that can be further developed and leveraged to the benefit of Enterprise Ireland clients seeking to export to the German market in the target sectors; capability to build networks in local and Irish cultures.

- A creative self-starter with the ability to innovate and develop a strategic approach in response to existing and emerging opportunities
- Strong project management and planning skills with demonstrated ability to initiate and lead projects/events as well as work within and contribute to a team.
- Results focussed with a “can-do” attitude
- Excellent interpersonal, communication and presentation skills.
- Ability and willingness to mentor less experienced members of the team.
- Fluency in English and business proficiency in German is essential
- Experience with SalesForce or similar CRM desirable
- Flexibility with travel, primarily within the EU – full driving license is preferable
- A relevant third level qualification in a business or related discipline would be beneficial.

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 colleagues 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 colleagues 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:

€90,999 - €105,813 per annum

Candidates should note that entry will be at the minimum point of the salary scale above 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 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 supporting 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 position, send a detailed CV and supporting document quoting **EI.062.25E** reference number to hrconnect@enterprise-ireland.com to be received no later than **Tuesday, 6th May 2025**. All applications will be acknowledged by e-mail.

For queries in relation to this role or the application process applicants should contact hrconnect@enterprise-ireland.com

N.B. 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 22nd April 2025

Enterprise Ireland is an equal opportunities employer.