

Staff Opportunity

Title:	Senior Market Adviser
Sectors:	Industrial, Construction Products & Services and Electronics
Business Unit:	Global Markets
Reporting to:	Manager, Benelux
Location:	Amsterdam
Salary:	€81,880 (Candidates should note that entry will be at the minimum of the relevant scale)
Contract Duration:	This post is being offered on the basis of a 3-year local assignment.
Job Reference:	EI.093.23E
Closing Date:	10th May 2024

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.

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.

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

The Benelux region is a key region market for Enterprise Ireland client companies, delivering exports of over €2bn in 2022. The region is key for our clients in the Eurozone region and is central to the achievement of Enterprise Ireland's ambitious growth targets in the Eurozone regional strategy.

The successful candidate will be required to initiate and implement a range of 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 Benelux region. The role will involve working closely with the senior management of a range of Irish companies at different growth stages, and at different levels of engagement with the markets (from first entry to significant scaling).

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Key Deliverables:

The focus of the Senior Market Adviser is to build export sales with new customers in the region.

Key responsibilities are to:

- Develop the sectoral strategy and create and implement an operational plan focused 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 region.
- Work with Ireland-based colleagues to engage with clients in collaborative diagnosis of capability across a range of business areas using Enterprise Ireland's Client Engagement Model, in order to assist companies, build robust scalable business plans suitable for market conditions in the region.
- Proactively increase Irish exports to the Benelux region in line with targets agreed with the Overseas Manager Benelux and Director Eurozone and Central and Eastern Europe.
- Implement a range of services and programmes to support Irish company sales activities.
- Directly handle a portfolio of agreed clients targeting the Benelux region. Review the portfolio of current exporters to identify clients capable of gaining further market share. Work with clients not yet engaged meaningfully with the market.
- Proactively seek out potential market opportunities for individual Irish companies and help clients to turn these opportunities into real sales. Undertake/manage agreed projects for individual Irish clients. Persuade Irish clients at senior level to act on recommendations arising from such projects.
- Work in a coordinated and integrated manner with Ireland based sector and client departments to achieve shared corporate targets. The post holder will also be expected to work with the wider team to influence the strategic development of the sectors.
- Develop a strong network of market contacts and provide a professional product sourcing service to local buyers. Increase the awareness of Ireland as a supply source and facilitate buyer/supplier contact.
- Contribute to the Benelux team by proposing & implementing new initiatives/ project ideas/ market opportunities to increase export growth of agreed clients in the market.
- Along with driving business within the target markets, act as an innovator and leader identifying new areas of opportunity for Irish companies and, where relevant, co-ordinate regional projects.
- Further develop and execute on [Enterprise Ireland's Strategic Plan 2022-2024](#).
- Work collaboratively with colleagues within the Benelux, Enterprise Ireland's global overseas network and those working for Enterprise Ireland in Ireland, in addition to colleagues from other Government agencies and departments such as the Industrial Development Authority (IDA) and the Department of Foreign Affairs and Trade (DFA).
- Represent Enterprise Ireland in the broader media, 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 Benelux team.

Functional Competencies:

- Knowledge and understanding of the Industrial, Construction Products & Services and Electronics landscape in Benelux is essential.
- Strong marketing ability with a good knowledge of the business methods and sales process in the relevant markets is essential.
- Strong interpersonal and team working skills. Ability to lead and manage a small team of market advisers is essential.
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- Knowledge of the key players in targeted sectors and up-to-date knowledge and understanding of the sectors strengths and challenges.
- Strong contacts database in the relevant sectors with the ability to network effectively and to build and maintain effective business relationships with colleagues, clients and decision makers is essential. As the role involves working with clients with a broad variety of product offerings, the ideal candidate must be able to communicate with executives from a variety of business disciplines (manufacturing, industrial, R&D, engineering, digital transformation, procurement etc.) and at various decision-making levels.
- Fluency in English and Dutch is essential.



- Strong consulting skills and the ability to assess and challenge business plans for SMEs to help them grow their business in the Benelux market.
- Flexible with travel and attendance at events as required.
- Ability to represent Enterprise Ireland to external stakeholders and media.
- A relevant third level qualification.
- Full clean drivers license is essential.

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:



€81,880 - €95,209

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 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 – see template provided) 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 reference number **EI.093.23E** to katrien@m18.eu to be received on or before **Thursday 10th May 2024**.

For queries in relation to this role or the application process applicants should contact katrien@m18.eu

ISSUED BY PEOPLE & CHANGE DEPARTMENT, ENTERPRISE IRELAND ON 25th APRIL 2024.