

| | |
|-----------------------|---|
| Title: | Senior Market Adviser, Glasgow |
| Business Unit: | Global Markets |
| Reporting to: | Overseas Manager, UK |
| Location: | Glasgow |
| Salary: | £68,861 <i>(Candidates should note that entry will be at the minimum of the relevant scale)</i> |
| Duration: | This post is being offered on the basis of a 2-year local assignment. |
| Job Reference: | EI.116.25E |
| Closing Date: | 14th August 2025 |

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

About the Role:

Enterprise Ireland engages with ambitious entrepreneurs, start-ups and leadership teams in established Irish businesses to help them start, scale and compete, accelerating their success in the UK. This has a direct impact on Enterprise Ireland's purpose to have a significant impact on the economic development of Ireland and Irish enterprise.

Enterprise Ireland officially launched its new office in Glasgow in May 2025. In addition to the two roles already based there, Enterprise Ireland is now recruiting a Senior Market Advisor. The Enterprise Ireland team in the UK works in close collaboration across our three offices in London, Manchester and Glasgow.

Key areas of responsibility and focus of the Senior Market Advisor:

Leading role in development and execution of Enterprise Ireland's Strategy for Scotland

The Senior Market Advisor will play a pivotal role in shaping and executing Enterprise Ireland's strategic approach to the Scottish market, ensuring full alignment with the broader UK Strategy. Working under the strategic direction of the UK Manager and in close collaboration with the wider UK and sectoral teams, the strategy will reflect Enterprise Ireland's vision and mission and will deliver measurable impact for Irish companies.

Manage a Portfolio of Client (Irish Exporting) Companies targeting Scotland

The Senior Market Advisor will manage a portfolio of Irish companies at various growth stages who are targeting both public and private sectors in Scotland. This involves building a strong understanding of the Irish client's capability and strategically advising them on how to succeed in the right channels and supply chains. Building a strategic network and developing key relationships for the benefit of the clients is key to this role.

Raising the Profile and Presence of Enterprise Ireland in Scotland

A key responsibility of this role is to proactively elevate Enterprise Ireland's profile in Scotland. This involves building high-impact relationships across Scotland's public and private sectors, engaging with senior stakeholders and decision-makers and the wider eco—system and business community to position Ireland as a source of innovation and industry leadership.



Above all, this work must be measured by the value and impact it delivers to clients, not by visibility alone. The goal is to ensure that Enterprise Ireland's presence in Scotland is purposeful, targeted, and impactful - driving jobs and export growth and long-term success for Irish businesses.

This role demands strategic vision, cross-team collaboration, and a deep understanding of client needs, ensuring that their work drives meaningful outcomes for Irish companies in Scotland

Success in this position, calls for someone who is an energetic, proactive self-starter but is impact driven. If you are a strong communicator, who works and thinks collaboratively and enjoys working across dynamic team environment, you will thrive in this role.

Location and Flexibility

Based out of our Glasgow office, this role involves working across the UK, with occasional travel to Ireland and other locations. We offer hybrid working arrangements to ensure a healthy balance between learning, team interaction, and productivity.

If you are passionate about making a tangible impact and helping Irish businesses succeed in the UK, this role offers an exciting opportunity to do just that.

Key Deliverables:

- **Networking with Impact for Clients and for Enterprise Ireland:**
 - Establish and maintain a robust strategic network of decision-makers and influencers to benefit the client portfolio and support other team members. Utilise this network to facilitate introductions and provide valuable insights that benefit clients and help them to achieve their commercial objectives.
- **Client Portfolio Management:**
 - Oversee a portfolio of Irish start-ups, scale ups and larger companies targeting the public and private sector
- **Strategic Development:**
 - Create and implement tailored strategies to support client growth and success.
- **CRM Management:**
 - Maintain up-to-date records of all client interactions and activities in the CRM system, ensuring accurate and comprehensive data to support client management and reporting.
- **Growth and Success:**
 - Drive client growth in the Scottish market through both individual and group-level initiatives.
- **Performance Metrics:**
 - Achieve all assigned metrics and KPI targets, contributing to the broader goals of the UK team and the wider organisation.
- **Market Planning:**
 - Collaborate with clients to develop and execute Scotland market entry and growth plans.
- **Awareness Initiatives:**
 - Design and implement activities and initiatives to increase awareness of your portfolio's capabilities in relevant UK/Scottish sectors and among key customers.
- **Market Research:**
 - Continuously research market trends and changes in Scotland, identifying emerging opportunities and risks. Share these insights with colleagues and clients.
- **Team Collaboration:**
 - Actively participate as an inclusive, supportive, and engaged member of the team.

Functional Competencies:

- **Experience in one or more of the following disciplines (Essential):** Experience in sales, marketing, business development, consulting, project management or similar.
- **SME experience (Essential):** Experience working with or for an SME, understanding the dynamics and the challenges faced by SMEs and start-ups seeking to grow in Scotland and across the UK.
- **Networking and Relationship Building (Essential):** Strong networking and relationship-building skills. An established network of senior contacts in Scotland that could be leveraged is a plus.
- **Consulting and Influencing Skills:** Strong consulting and influencing abilities, with the capacity to assess and challenge business plans.
- **Collaborative Self-Starter:** Strong collaborative skills and comfortable working on your own initiative.
- **Organisational and Communication Skills:** Excellent organisation, communication, and presentation skills.
- **Strategic Influence:** Ability to influence and shape the strategic direction of both Irish companies and the sector development work undertaken by Enterprise Ireland.
- **Market Insight:** Ability to proactively identify emerging market trends and assess the opportunities or risks they may present.
- **Willingness to Travel:** Willingness to travel when required to meet the needs of the role.
- **Educational Qualification (Desirable):** A relevant third-level qualification.

Enterprise Ireland Behavioral 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 EI 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.

Networking

Establishes and maintains mutually beneficial relationships with colleagues and other networks for the purpose of sharing information.

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 EI 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

Developing Yourself & Others

Creates an environment that enables others to excel in terms of job performance.

Salary Scale:

£ 68,861 – £ 80,069

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) 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.116.25E** to **hrconnect@enterprise-ireland.com** to be received on or before **14th August, 2025**



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 PEOPLE DEPARTMENT, ENTERPRISE IRELAND ON THURSDAY 31st JULY 2025

Enterprise Ireland is an equal opportunities employer

[Recruitment Data Protection Statement | Enterprise Ireland \(enterprise-ireland.com\)](#)