



Title:	Market Adviser (Life Sciences)
Business Unit:	Global Market Division
Reporting to:	Overseas Manager, DACH Region
Salary:	€72,514 (Candidates should note that entry will be at the minimum of the relevant scale)
Location:	Dusseldorf, Germany
Contract Duration:	This post is being offered based on a 2-year local assignment.
Job Reference:	EI.132.25E
Closing Date:	17th September 2025

Applicants must be eligible to live and work in Germany at the time of application.

Role Purpose:

Enterprise Ireland is the government organisation responsible for the acceleration and development of world-class Irish companies to achieve leading positions in global markets.

Enterprise Ireland's 2025–2029 strategy, "**Delivering for Ireland, Leading Globally,**" aims to accelerate sustainable Irish business by supporting companies to start, compete, scale, and connect. The strategy targets the creation of 1,000 new start-ups, 1,700 new exporters, and €50 billion in export sales, while fostering innovation, sustainability, and international competitiveness. Its long-term ambition is for Irish exporting companies to become the primary driver of Ireland's economy.

As a Market Adviser in Duesseldorf, the candidate will proactively support Irish SME's and collaborate closely with colleagues across the region to deliver results for Enterprise Ireland client companies. The clients encompass a range of product and service companies from within the wider Life Science sector including medical device, medical sub-supply, digital health and pharma engineering.

The purpose of this role is to build export sales with Irish companies within Germany and Austria. The Market Adviser will work with Enterprise Ireland client companies to support them to achieve significant growth in their exports. The successful candidate will be required to initiate and support with a range of sales and marketing led activities, utilising their networking skills, business development and consultancy skills and contact base, to identify opportunities and facilitate introductions for Irish client companies to achieve sales and exports.

Key Deliverables:

- Manage a portfolio of Irish client companies targeting Germany and Austria. Proactively increase Irish exports to the market in line with targets agreed with the Manager of region and implement a range of services and programmes.
- Nurture and leverage an effective professional network of contacts at senior level in key companies and organisations and connect Enterprise Ireland client companies to accelerators/mentors/in market supports. Identify and build strong relationships with decision makers, influencers, media, service providers and consultants.
- Proactively seek out potential market opportunities for individual Irish companies or specific client clusters and help clients to turn these opportunities into real sales.
- Promote the market to our key client companies, and challenge client companies to market and sell more effectively in-market.
- Drive export growth by supporting Irish client companies already exporting to Germany to grow sales in the markets.
- Work with Irish client companies both through one to one and one to many events and activities. Support client market entry through developing their strategies and market plans and identifying their best routes and channels to market.



- Contribute to the wider EI team by proposing & implementing new initiatives/ project ideas/ market opportunities to increase export growth in the market.
- Work collaboratively with colleagues within the German 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).

Functional Competencies:

- At least 2-years sales, marketing & business/trade development or related experience in Germany **is essential**. Experience in the life science sector is desirable.
- Commercial experience and an understanding of the specific challenges SMEs face when entering a mature market such as Germany **is essential**
- Strong consulting and influencing skills with a demonstrated ability to assess, challenge and develop client's market entry plans **is essential**; this will include support around business models, value propositions and marketing and sales strategies.
- A self-starter and results orientated. Ability to work their own initiative in a small team as well as working within and contributing to a wider DACH team.
- Demonstrate a highly developed commercial acumen and the ability to communicate with buyers from a variety of business disciplines (Procurement, R&D, engineering, marketing etc) and at various decision-making and management levels.
- Ability to influence and build credibility with clients and target companies.
- Ability to proactively identify new sales opportunities for Irish companies
- Results orientation and "can-do" attitude; good organisational skills.
- Excellent interpersonal and communication skills with good presentation skills.
- Fluency in English and German **is a requirement**.
- Ability and willingness to mentor Graduate Programme marketing executives and less experienced members of the team
- Understanding of and experience with Salesforce, Marketo or other related support systems would be an advantage.
- A third level qualification in business, engineering or life sciences is desirable, but relevant experience will also be considered.
- Flexible with travel, primarily within the EU - **full driving license required**.

Enterprise Ireland Behavioural Competencies:

Results Focused

The ability to remain outcome and results focused regarding 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 clients' 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, 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 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:

€72,514 - €84,318

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 essential 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 – template attached) 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.132.25E** to HRConnect@enterprise-ireland.com to be received no later than **17th, September 2025**.

**ISSUED BY THE PEOPLE OVERSEAS DEPARTMENT, ENTERPRISE IRELAND ON 1ST
SEPTEMBER 2025**

Enterprise Ireland is an equal opportunities employer

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