



Staff Opportunity

Title: Senior Market Adviser, Singapore
Sector: Digital Technologies and Fintech
Location: Singapore
Business Unit: Global Markets
Reporting to: ASEAN Director
Duration: This post is being offered on the basis of a 3-year local assignment
Job Reference: **EI.134.25E**
Salary: SGD \$151,475 per annum
Closing Date: **Tuesday 30th September 2025**

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

Enterprise Ireland is the Trade & Innovation agency of the Government of Ireland responsible for the acceleration and development of world-class Irish companies to achieve leading positions in global markets. The organisation's ['Delivering for Ireland, Leading Globally: Strategy 2025-2029'](#) aims 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

Based in Singapore but covering the ASEAN region, we are recruiting a senior executive to drive the growth of a portfolio of Enterprise Ireland clients from the Digital Technologies and Fintech sectors to develop exports from Ireland into ASEAN. The Senior Market Advisor will work proactively with Irish businesses to support them research and enter the market successfully and reach their full potential. This involves understanding and advising on market entry and market growth plans, brokering introductions to channel partners and end customers. The role also involves proactively highlighting market opportunities to the Irish client company base, helping them understand evolving market dynamics, as well as raising the awareness amongst ASEAN target customers and media of the strengths and capabilities of Ireland in the sector.

The successful candidate will bring an established network and knowledge of the opportunities Irish companies can capitalise on in the region and assist Enterprise Ireland in influencing how the organisation and wider Irish ecosystem can best support the growth of this sector.

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

Key Deliverables:

- Lead the development of a defined portfolio of Irish company clients establishing a clear understanding of their capabilities, building strong relationships with these and agreeing actions to accelerate their export growth into Asia.
- Deliver on a number of pre-determined KPIs / Targets in relation to activities for your sectors and client companies as well as timely recording of this information on all relevant CRM platforms.
- 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 the FinTech and Digital Tech sectors and at various decision-making and management levels within corporates.
- Influence client companies to enter the region for the first time and diversify into other markets in the ASEAN region as appropriate.
- Proactively seek out potential market opportunities for individual Irish companies and help clients to turn these opportunities into sales.
- 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 across Team Ireland, other Government agencies and departments as appropriate.
- 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.
- Engage, support & mentor the development of marketing graduates in the Singapore office.
- Be an active, inclusive and participatory member of the ASEAN and broader APAC team.

Functional Competencies:

- At least 5 years recent sales, marketing and business development experience preferably in the ASEAN region, with a specific focus on knowledge/understanding of market entry and Channel partner options is essential.
- Knowledge and understanding of the outlined sectors including knowledge of the key players, business methods and sales processes, emerging opportunities and an understanding of the sectors strengths and challenges is essential.
- Knowledge and understanding of regional cultures and the major issues impacting business competitiveness of Irish Companies in the ASEAN region is essential.
- Ability to influence and shape the strategic direction both of Irish companies and of the sector development work undertaken by Enterprise Ireland.
- 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.
- An energetic self-starter with experience of working on their own initiative and developing and managing projects 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.
- Solid, demonstratable experience of using Salesforce or a similar CRM platform.
- Excellent interpersonal and communication skills including excellent presentation skills.
- Ability to represent Enterprise Ireland to external stakeholders and media.
- A relevant 3rd level qualification
- Ability and willingness to travel throughout the ASEAN region

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:

SGD \$ 151,475 – 176,133

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 positions. 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 positions. 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 the supporting document accompanying your CV.

To apply for the positions, send a detailed CV and supporting document quoting reference number **EI.134.25E** to hrconnect@enterprise-ireland.com to be received no later than **Tuesday 30th September 2025**

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 MONDAY 8th September 2025

Enterprise Ireland is an Equal Opportunity Employer

[Recruitment Data Protection Statement | Enterprise Ireland](#)