

**Title:** Market Advisor, Consumer Retail and Creative Industries  
**Business Unit:** Global Markets  
**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  
**Duration:** This post is being offered based on a 2-year local assignment.  
**Job Reference:** EI.135.25E  
**Closing Date:** 22<sup>nd</sup> September 2025

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

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**Enterprise Ireland** is the Irish Government's trade and innovation development agency. We work with entrepreneurial Irish businesses of all sizes to grow and scale in international markets.

Our purpose is to secure the future of communities across Ireland through the sustainable development and growth of the Irish businesses we work with. A global organisation with 40 overseas offices working collaboratively, in the DACH region Enterprise Ireland has 2 offices in Dusseldorf and Munich. Specialists with deep market expertise work with our clients and collaborate with colleagues in Ireland and around the world to support EI's client companies' export growth and expansion.

To learn more about EI please visit our website at [www.enterprise-ireland.com](http://www.enterprise-ireland.com), check our socials or write to us.

### **The Role:**

An opportunity has arisen at Enterprise Ireland's Düsseldorf Office for a specialist in Consumer Retail and Creative Industries to join our team as a Market Advisor.

The Market Advisor will proactively support Irish companies entering the DACH market. Their portfolio will be broad and contain a range of companies at different stages of the journey, from those just starting out in the DACH region to others already enjoying a strong foothold. This business development role requires nurturing a deep understanding of the export journey and its challenges; strategically advising companies on market entry and assisting with market growth plans.

The Market Advisor will advise on the strategic approach of companies selling direct to consumers as well as B2B, they will also advise client companies on brand building in the DACH market. The Market Advisor will also broker introductions to buyers, partners and stakeholders, and proactively identify appropriate channels and opportunities that give the best chances of producing meaningful impact.

### **Key Deliverables:**

#### **Impact**

- Agree and commit to KPIs with the DACH Manager that will drive sustainable growth and success for Irish companies in the successful candidate's portfolio.
- Advise clients on their strategies for entering and growing in Germany, Austria and Switzerland, including helping them write business plans.
- Develop and execute marketing and promotional activities.



- Nurture and leverage an effective professional network that will give our clients the edge they need to succeed in a challenging environment.
- Demonstrate continuous improvement and excellence in everything we do.

### **Communication**

- Maintain up to date, best-in-class knowledge management systems by regularly updating EI's CRM system with client touchpoints.
- Demonstrate a high aptitude for influencing peers and managing upwards.
- Work collaboratively with colleagues across Germany, EI's overseas network and HQ in Ireland.
- Proactively identify evolving market trends, disruptive risks and opportunities. Share these insights with clients and colleagues. Develop, adapt and execute a strategy for the sector in the DACH region.

### **Professionalism**

- Uphold the highest standards of ethics, discretion and diplomacy. Take an uncompromising approach to professionalism befitting a highly regarded government agency.

### **Functional Competencies**

- Recent and relevant experience in business development, management, marketing or an advisory role **is essential**.
- Significant, relevant exposure with buyer network in the Consumer Products sphere (e.g Apparel, Skincare and Beauty) and or Creative Industries, would be a distinct advantage. Experience in further subsectors such as commissioning and production companies, consumer brands can also be an advantage.
- Well-developed, confident communication and presentation skills **is essential**.
- Fluent and persuasive outward communication in both English and German, balanced with thoughtful and empathetic, active listening skills.
- Proficiency with IT programs. MS Outlook, Word, PowerPoint and Excel **is essential**. Experience of using CRM, preferably Salesforce, is desirable.
- Demonstrated networking skills **is essential**.
- Ability and willingness to travel, including international travel.
- Strong EQ (Emotional Intelligence) is desirable.
- A good understanding of retail supply chain networks is desirable.
- A third level business degree or similar qualification in a relevant field is desirable.

### **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 maximizes 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.

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**Salary Scale:**

**€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 pay policy. Subject to satisfactory performance, increments may be payable in line with current policy

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**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 – 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.135.25E** to **hrconnect@enterprise-ireland.com** to be received on or before **22<sup>nd</sup> 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 5<sup>TH</sup> SEPTEMBER 2025**

**Enterprise Ireland is an equal opportunities employer.**

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