

Staff Opportunity

Title:	Senior Market Adviser, Dubai, UAE.
Sector:	Fintech, and Enterprise Technologies
Business Unit:	Global Markets
Reporting to:	Director, Middle East North Africa Region.
Salary:	AED 450,518
Location:	Dubai, UAE
Contract Duration:	This post is being offered based on a 2-year local assignment.
Job Reference:	EI.158.25E
Closing Date:	11th November 2025

Applicants 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 international 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. The organisation aims to put Irish enterprises at the forefront of creating solutions for global challenges while delivering sustainable prosperity throughout Ireland.

Enterprise Ireland has a dynamic team of 10 in the MENA region across three offices located in Abu Dhabi, Dubai, United Arab Emirates and Riyadh, Kingdom of Saudi Arabia.

The Role:

Based in Dubai, UAE but covering the MENA region, we are recruiting a key person to help develop the growth a portfolio of Enterprise Ireland clients from the **FinTech, Digital Tech and Industrial Solutions** sectors (Enterprise technology) to develop exports from Ireland into MENA. 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 customers and partners, identifying, and succeeding in the right channels. The role also involves highlighting market opportunities to the Irish client company base, helping them understand shifting market dynamics and raising the awareness amongst MENA customers and media of the strengths and capabilities of Ireland.

The successful candidate will bring an establish 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.

The diversity of projects and sectors covered by Enterprise Ireland in shared on our [website](#).

Key Deliverables:

- Deliver KPIs / targets relating to the success and growth of Irish companies in the sector.
- Develop, adapt, and execute a strategy for the sector in the MENA region.
- Build strong relationships with Irish companies in the portfolio and agree actions and plans to accelerate their export growth at individual and group/cluster level.

- Strong consulting skills with a demonstrated ability to assess and challenge business plans including support around business models, value propositions, marketing and sales strategies, competitor analysis and market research.
- Proactively identify evolving market trends, disruptive risks and opportunities. Share these insights with Irish client base and sector colleagues.
- Quickly expand and manage a strong network of decision makers and market experts in relevant sub-sectors. Leverage this network and facilitate introductions to accelerate the growth of Irish companies in the MENA region and their trusted advisor and EI FinTech, Digital Tech and Industrial evangelist.
- Lead the development and execution of marketing and promotion activity in key subsectors.
- Mentor and develop colleagues as required.
- Deliver on several predetermined targets in relation to activities on behalf of client companies as agreed with the MENA Country Manager.
- Carry out a representation role on behalf of Enterprise Ireland at client, buyer, Global Irish Network and Ministerial level events as required.

Functional Competencies:

- Substantial commercial/business development experience in MENA, in an industry sector relevant to Enterprise Ireland clients is essential.
- Knowledge and understanding of the MENA FinTech, Digital Tech and Industrial 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.
- An existing business network and contacts list that could be leveraged by Enterprise Ireland clients seeking to win new business particularly in the selected target sectors is essential.
- Strong consulting skills and a demonstrated ability to assess and challenge business plans for SMEs to help them grow their business is essential.
- Proven track record translating marketing objectives into results.
- Ability to influence and rapidly build credibility with clients and buyers.
- Ability and willingness to mentor less experienced members of the team.
- Experience with Salesforce or similar CRM's desirable.
- Flexibility with travel, primarily within the MENA region and Ireland.
- A relevant third level qualification in a business or related discipline would be beneficial.
- Spoken Arabic desirable.
- Extensive regional travel required.

Why our people chose to work with us:

- Enormous opportunities for personal growth.
- Access to world class training & development through our professional qualification programme.
- Chance to work in a dynamic, fun and challenging environment where effort and ideas are recognised.
- Opportunity to influence change and deliver a societal impact.

Enterprise Ireland Behavioural Competencies

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 Enterprise Ireland strategy.

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.

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:

AED 450,518 – 523,858

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 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.158.25E** to hrconnect@enterprise-ireland.com to be received on or before **Tuesday 11th November 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 TUESDAY 28th OCTOBER 2025

Enterprise Ireland is an equal opportunities employer.

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