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| Title: | Senior Market Adviser Benelux |
| Sectors: | Engineering, Industrial, Construction Products and Electronics |
| Business Unit: | Global Markets |
| Reporting to: | Manager, Benelux |
| Location: | Amsterdam <i>or</i> Brussels |
| Contract Duration: | This post is being offered on the basis of a 2-year fixed term local contract |
| Job Reference: | EI.184.25E |
| Closing Date: | Friday 16th January 2026. |

Applicants must be available to work in the location and 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 global 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. Our market advisers in these overseas offices work one-to-one with Irish businesses helping them to start and scale their exports.

Enterprise Ireland's (EI) strategy for the period 2025 – 2029, will focus on supporting Irish business to accelerate sustainably and increase their contribution to economic growth. The environment in which Irish businesses operate is constantly changing and business needs to be innovative and ambitious to succeed. Our 5-year strategy sets out how we will support Irish business to START, COMPETE, SCALE and CONNECT to deliver jobs across Ireland and impact globally.

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

The Benelux (Belgium, the Netherlands, and Luxembourg) is often referred to as the "Gateway to Europe" because of its strategic location and economic importance. With access to 170 million customers within a 500km radius, it is a crucial market for Enterprise Ireland clients. In 2023, exports to the region exceeded €2.5bn, with Belgium and the Netherlands ranking among the top four Eurozone markets for our clients. The presence of some of the world's largest ports and proximity to other major markets such as Germany, France, and the UK further enhance its role in trade and commerce. This makes the region central to the achievement of Enterprise Ireland's ambitious growth targets in the Eurozone regional strategy.

The successful candidate will be required to initiate and implement a range of business development activities, using their networking skills, consultancy skills and contact base, to identify opportunities and facilitate introductions for Irish client companies to achieve sales and exports in the Benelux region. The role will involve working closely with the senior management of a range of Irish companies at different growth stages, and at different levels of engagement with the markets (from first entry to significant scaling).

The focus of this Senior Market Adviser role is to support Irish companies in growing sustainable export sales in the Benelux Region.

Key responsibilities are to:

- Directly manage a portfolio of Irish client companies targeting the Benelux market. Proactively increase Irish exports to the market in line with targets agreed with the Benelux Manager and implement a range of services and programmes.
- Establish an extensive network of contacts at senior level in key companies and organisations and connect Enterprise Ireland client companies to accelerators/mentors/in market support. Identify and build strong relationships with decision makers, influencers, media, service providers and consultants in the sectors.
- Proactively seek out potential market opportunities for individual Irish companies or specific client clusters and help clients to turn these opportunities into real sales. Introduce Irish companies to buyers and key contacts in the target markets and be responsible for contributing to the overall target metrics for the Benelux market.
- Promote the market to our key client companies, and challenge client companies to market and sell more effectively in-market.
- Work with Ireland-based colleagues to identify and engage with clients and assist them in building robust scalable business plans suitable for market conditions in the country.
- Develop the sectoral strategy and create and implement an operational plan focussed on one-to-one engagement with clients supplemented by relevant and effective projects and events (both physical and online) to facilitate engagement between Irish companies and potential buyers and partners from the country.
- Support the Benelux team with office initiatives, Ministerial programmes and cross sectoral events.
- Collaborate with colleagues across the region and contribute to, and drive and coordinate some pan-European projects.
- Represent Enterprise Ireland in the broader media across the southern region, business and commercial environment and with the other Irish Government agencies in the region, and project a positive image of Ireland as an international supply source.
- Mentor and develop colleagues as required in the Benelux team.

Functional Competencies:

- At least 5 years recent commercial/business development experience in the Benelux market with a demonstrable knowledge of the required sector is essential.
- An understanding of the specific challenges foreign Small and Medium Size companies face when entering mature markets such as Benelux is essential.
- Strong marketing ability with a good understanding of the business methods and sales process for the relevant sectors in the Benelux market is essential.
- Strong interpersonal and team working skills with a demonstrable ability to lead and manage a small team of market advisers is essential.
- Fluency in English and good knowledge of French or Dutch is essential.
- Strong networking skills, with established network of senior contacts that could be leveraged by Enterprise Ireland clients seeking to win new business.
- Strong consulting and influencing skills with a demonstrated ability to assess, challenge and shape the strategic direction of Irish companies and of the sector development work undertaken by Enterprise Ireland.
- A creative self-starter with the ability to innovate and develop a strategic approach in response to existing and emerging opportunities
- Flexible with travel and attendance at events as required.
- Ability to represent Enterprise Ireland to external stakeholders and media.
- A relevant third level qualification.

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 Scale:

Applicants are advised to contact hrconnect@enterprise-ireland.com in relation to salary

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.184.25E** to HRConnect@enterprise-ireland.com be received no later **than Friday 16th January 2026**.

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 THURSDAY 18th DECEMBER 2025

Enterprise Ireland is an equal opportunity employer

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