Staff Opportunity

Title: Market Adviser Engineering – France
Business Unit: Global Markets
Reporting to: Manager, France
Location: Paris, France
Contract Type: Full time. This post is being offered on the basis of a local assignment
Job Reference: EI.010.22E
Closing Date: 7th March 2022

Applicants must be independently eligible to live and work in Paris

Role Purpose:

France is a key market for Enterprise Ireland clients, delivering exports of €1.1bn in 2020. France is the third market for our clients in the Eurozone and the country is central to the achievement of Enterprise Ireland’s ambitious growth targets in the Eurozone regional strategy.

The purpose of this role in France is to work with a portfolio of Enterprise Ireland client companies in the Engineering space to support them to achieve significant growth in their exports into the French market in order to contribute to Eurozone targets. The role will involve working with a range of client companies who have the capability to enter and/or scale in this market. Focus subsectors include precision engineering for production sites, toolmaking, moulding, customized products, packaging, etc.

The successful candidate will be required to initiate and implement a range of business development activities, utilising 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 French market.

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 (from first entry to significant scaling) with the markets, in order to develop real business opportunities.

Key Deliverables:

The focus of this Market Adviser is to support Irish companies in building export sales in France;

- Help drive export growth by supporting Irish client companies already exporting to these markets to grow sales.
- Work with Irish client companies with the potential to export to these markets and support their market entry.
- Contribute to the France team metric targets by assisting these companies to win new customers, deals & strategic partnerships in the market thus contributing to the market & Eurozone region’s targets.
- Build a network of buyers & decision makers in target companies in France that can be introduced to Irish companies.
- Act as an innovator identifying new areas of opportunity for Irish companies.
- Engage with the management of client companies relevant to France and position the opportunities in this market to them.
Contribute to, and coordinate some, pan-European projects.
With the support of the manager draw up a yearly activity plan. Initiate and manage projects/events in-market, in Ireland and particularly online to facilitate introductions between Irish companies and potential partners from the region.
Support the team and local manager on office initiatives, Ministerial programs, and cross-sectoral events.
Support market executive team members.

In order to deliver on the targets, the following projects and plans are in place, with set objectives and deliverables;

- Implementation of a process and tools (Client Engagement Model; Action Plan; Market Adviser Canvas; Salesforce; Sales Navigator etc.) to optimise client and buyer engagement
- Review portfolio of current exporters in the determined sectors to identify clients capable of gaining further market share, including clients with whom we have not yet engaged meaningfully.
- As part of above review, identify the sub-sectors or end-market clusters with the most potential for Irish companies.
- Identify clients capable of entering the French market who have not yet done so.
- Identify where there are mini capability or end market clusters which could benefit from a group approach.

Functional Competencies:

- 2 to 5 years’ experience in a commercial and/or business development role is essential, ideally in the French market.
- Direct experience in the Engineering sectors will be a distinct advantage.
- As the role involves working with clients with a broad variety of product offerings, the ideal candidate should possess a good business acumen and the ability to communicate with executives from a variety of business disciplines (senior management, project management, R&D, engineering, procurement etc) and at various decision-making and management levels within a corporation.
- The ideal candidate will have an existing business network in France and demonstrate the ability to further build and manage that network, which can be leveraged by Irish companies seeking to export to these markets.
- Demonstrated knowledge and understanding of business development, good consulting skills and the ability to assess and challenge market plans of clients to help them best grow their business in these markets is essential.
- Ability to work on own initiative and also to initiate and manage projects/events as well as working within and contributing to a team.
- Results orientation, dedication to clients and a “can-do” attitude is essential.
- Ability to influence and build credibility with clients and target companies required.
- Excellent interpersonal, communication and presentation skills required.
- Fluency in English and business proficiency in French are essential.
- Ability and willingness to mentor Graduate program marketing executives and less experienced members of the team required.
- Flexible with travel as extensive travel may be required.
- A third level qualification in a business or related discipline would be an advantage.
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 clients’ 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.

**Networking**
Establishes and maintains mutually beneficial relationships with colleagues and other networks for the purpose of sharing information.

**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:
€55,928 - €65,033

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 supporting document (maximum 2 pages) accompanying your CV (template attached).

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.010.22E to Christine Serval at ch.serval@managementconsultant.fr to be received no later than 7th March 2022. All applications will be acknowledged by e-mail.

ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON 18TH FEBRUARY 2022

Enterprise Ireland is an equal opportunities employer.