

Title: Senior Market Adviser – Business Services & Digital Solutions for Enterprise & Utilities
Business Unit: International Sales and Partnering
Reporting to: Regional Manager, United Kingdom
Salary: £64,223
Location: London
Contract Duration: This post is being offered on the basis of a 3-year local assignment
Job Reference: **EI.152.21E**
Closing Date: 23rd January 2022

Application and Selection Process:

To apply for the position, send a detailed CV and supporting document quoting reference number EI.152.21E to HRConnect@enterprise-ireland.com be received no later than 23rd January 2022.

Applicants must be available to work in the location, and must have the legal right to live and work in the location.

Role Purpose:

The Irish Government export and development agency, Enterprise Ireland, is recruiting a key person to help grow and develop the UK exports of Irish companies from our Business Services, Digital Technologies and start-up portfolios.

With combined value of over €7.9bn, the UK is the most significant export market for Enterprise Ireland client companies representing 31% of all client exports. Post Brexit the UK is expected to remain the largest export market and one of critical strategic importance.

The person appointed will work as a core member of a dynamic UK team, proactively working with Irish businesses to ensure they enter the market successfully and reach their full growth potential in terms of market share. This involves understanding and advising Irish companies on their market entry and market growth plans, brokering introductions to customers and partners. The role also involves highlighting market opportunities to the Irish client company base, helping them understand shifting market dynamics and raising the awareness in UK businesses and media of the strengths and capabilities of Ireland.

Based in London but working across the UK, the appointed person will work with a portfolio of Irish companies. The role will involve working with these companies and our Ireland-based teams to deepen their understanding of, and commitment to the UK market and to drive a market-led approach to innovation. As well as working with Irish companies on an individual basis, the role will also require looking across a number of Ireland-based service and technology Departments to map Ireland's capability and offer for UK corporate enterprises and utilities. The successful candidate will also need to understand the strategies channel and marketing strategies required for those companies requiring volume sales to scale effectively – the role will require designing an approach to support those Irish clients.

The successful candidate must demonstrate a track-record in business development with a strong understanding of how Irish companies (start-ups and SMEs) can scale their business in the UK.

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

The diversity of projects and sectors covered by Enterprise Ireland is shared on our Irish Advantage website <https://irishadvantage.co.uk/>

Key Deliverables:

- Deliver on a number of predetermined KPIs / targets relating to the success and sales growth of Irish companies in the sector.
- Lead the development of a defined portfolio of Irish company clients establishing a strong understanding of their capabilities, building strong relationships with these and agreeing actions to accelerate their export growth.
- Design an approach to deliver the correct balance between individual and group work with clients to achieve greatest growth potential for the portfolio while serving a broad base of clients.
- Quickly establish, expand and manage a strong network of decision makers in those vertical end-markets/capability areas assigned e.g. CIOs/CTOs/Heads of Operations/Heads of Innovation in major UK corporates and Utilities. Leverage this network and facilitate introductions to accelerate the growth of Irish companies in the UK.
- Understand how companies with a volume offer in these sectors can achieve scale in the UK and devise suitable approach to support this activity.
- Proactively identify evolving market opportunities, disruptive risks and Brexit impacts under various scenarios. Develop effective means of sharing these insights with Irish client base and the Enterprise Ireland global sector teams. Develop appropriate strategies for Enterprise Ireland and strategies with clients for their businesses.
- Work collaboratively with colleagues in UK, in Ireland and internationally to assist clients build robust plans to scale their businesses.
- Engage with other stakeholders (including other Irish Government agencies and departments) and Irish ecosystem as appropriate.

Functional Competencies:

- Recent and relevant experience in sales, marketing and business development (or related experience) in the UK.
- A track-record in the business services/digital technologies sector with a deep understanding of its specific challenges and the associated challenges for Irish SMEs and start-ups seeking to grow in the UK.
- A good understanding of the UK business services & technology landscape and emerging market opportunities and dynamics.
- Strong consulting and influencing skills with a demonstrated ability to assess and challenge business plans; this will include support around business models, value propositions, marketing and sales strategies, competitor analysis and market research.
- Strong networking and relationship building skills, with established network of senior contacts in the UK that could be leveraged by Enterprise Ireland clients targeting the UK.
- A self-starter with experience of working on their own initiative and developing and managing projects with the flexibility to change and adapt approach as required.
- Excellent organisation, communication and presentation skills.
- Ability to influence and shape the strategic direction both of Irish companies and of the sector development work undertaken by Enterprise Ireland.
- Ability to proactively identify new sales opportunities for Irish companies that will lead to increased employment in Ireland.
- Ability and willingness to travel throughout the UK and Ireland.

- A relevant 3rd 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 EI 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 Scale:

£64,223 - £74,678

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 for this position 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) accompanying your CV.

To apply for the position, send a detailed CV and supporting document quoting **EI.152.21E** reference number to hrconnect@enterprise-ireland.com to be received no later than 23rd January 2022.

All applications will be acknowledged by e-mail.

**ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON
FRIDAY 17TH DECEMBER 2021**

Enterprise Ireland is an equal opportunities employer.