

Staff Opportunity

Title:	Senior Market Adviser, Brussels
Sector:	Manufacturing, Machinery & Electronics
Business Unit:	Global Markets
Reporting to:	Manager, BeNeLux
Salary:	€90,593
Location:	Brussels
Contract Duration:	This post is being offered on the basis of a 2-year local assignment
Job Reference:	EI.081.22E
Closing Date:	16th August 2022

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

Enterprise Ireland is the government organisation responsible for the acceleration and development of world-class Irish companies to achieve leading positions in global markets. The organisations 'Leading in a changing world' strategy (2022-2024) aims to put Irish enterprises at the forefront of creating solutions for global challenges while delivering sustainable prosperity throughout Ireland.

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 purpose of this role is to work with Irish client companies to support them to achieve significant growth in their exports into the BeNeLux region (Belgium, The Netherlands, and Luxembourg), with the primary focus being on companies from the Manufacturing, Machinery and Electronics sectors. The role will also involve working with a diverse group of clients from our Industrial portfolio. The successful candidate will be required to initiate and implement a range of sales and marketing led activities, utilising their consultancy skills and contact base, to identify opportunities and facilitate introductions for Irish client companies to achieve sales and exports.

Key Deliverables:

The focus of the Senior Market Adviser is to build export sales with new customers in the market.

Key responsibilities are to:

- 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.
- Work with Ireland-based colleagues to engage with clients in collaborative diagnosis of capability across a range of business areas using Enterprise Ireland's Client Engagement Model, in order to assist companies, build robust scalable business plans suitable for market conditions in the region;

- Drive export growth by supporting Irish client companies already exporting to this market to grow sales.
- Support the market entry of Irish client companies with the potential to export to this market.
- Build export sales by assisting Irish companies win new customers, deals and strategic partnerships in the market;
- Drive export growth by assisting clients with a foothold in the market to expand and penetrate the market;
- Develop and implement sales and market plans with key clients;
- Assist established clients with proven capability enter this market for the first time to extend their export footprint;
- Drive international export growth by identifying international decision makers based in the BeNeLux markets and facilitating introductions to Irish companies;
- Liaise with the management of companies relevant to these markets under the new Client Engagement Model and position the opportunities of buyers in the Benelux markets to them;
- Initiate and manage projects/events in market and in Ireland to facilitate introductions between Irish companies and potential partners from the region;
- Along with driving business within the target markets, act as an innovator and leader identifying new areas of opportunity for Irish companies and, where relevant, coordinate regional projects;
- Establish a network of contacts at senior level in key buyer companies, distribution partners and other influencers (e.g. trade associations) and connect Enterprise Ireland client companies to accelerators/mentors/in market support;
- Identify new business development opportunities for clients, and advise clients on how they can best position themselves to win these sales and contracts in the region;
- Further develop and execute on [Enterprise Ireland's Strategic Plan 2022-2024](#)
- Work collaboratively with colleagues within the BeNeLux, Enterprise Ireland's global overseas network and those working for Enterprise Ireland in Ireland, in addition to colleagues from other Government agencies and departments such as the Industrial Development Authority (IDA) and the Department of Foreign Affairs and Trade (DFAT);
- Work with Ireland-based colleagues to engage with clients in collaborative diagnosis of capability across a range of business areas using Enterprise Ireland's Client Engagement Model, in order to assist companies, build robust scalable business plans suitable for market conditions in the region;
- Represent Enterprise Ireland in the broader media, 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.
- In order to deliver on targets, the following projects and plans are in place, with set objectives and deliverables:
 - Review the entire portfolio of current exporters to identify clients capable of gaining further market share, including clients not yet engaged meaningfully with due attention to size of portfolio;
 - As part of above review, identify whether there are capability or end-market clusters which could benefit from a group approach e.g. Agri-Machinery, Process Control, Print & Packaging and Electronics;
 - Challenge and assist clients with distributor/partner channel development to determine whether they are achieving their full potential in the market.

Along with driving business within the BeNeLux markets, the Senior Market Adviser is expected to act as an innovator and leader identifying new areas of opportunity and, where relevant, driving and coordinating pan-European projects.

Functional Competencies:

- At least 5 years recent commercial/business development experience in the Benelux market with some direct experience in the Manufacturing, Machinery & Electronics sectors is essential.
- Knowledge and understanding of the outlined 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 understanding of the specific challenges foreign Small and Medium Size companies face when entering mature markets such as Benelux is essential.
- Knowledge of the key players in targeted sectors and up-to-date knowledge and understanding of the sectors strengths and challenges;
- Strong marketing ability with good knowledge of business methods and sales processes in the relevant markets;
- Strong contacts and an existing network in the sector that can be leveraged by Enterprise Ireland clients seeking to export to the BeNeLux markets, with an ability to build and expand network;
- Highly developed commercial acumen and the ability to communicate with buyers from a variety of business disciplines (Procurement, R&D, engineering, marketing etc) and at various decision-making and management levels within a corporation;
- Languages: fluency in English and French and/or Dutch is an essential requirement
- Experience and knowledge of business development with strong consulting skills and a demonstrated ability to assess and challenge business plans for SME's to help them grow their business;
- Demonstrated capacity to rapidly assimilate the key drivers in business sub-sectors and niches;
- Results orientation and "can-do" attitude;
- Strong project management, planning and administrative skills and a record of achieving targets;
- A creative self-starter with the ability to innovate and develop a strategic approach;
- Ability to work on own initiative and also to innovate and manage projects/events;
- Strong interpersonal and team working skills;
- Ability to represent Enterprise Ireland to external stakeholders and media;
- A relevant third level qualification would be beneficial.
- Drivers Licence is essential.

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.

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.081.22E** reference number to hrconnect@enterprise-ireland.com to be received no later than **Tuesday 16th August 2022**.

All applications will be acknowledged by e-mail.

ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON TUESDAY 2nd AUGUST 2022

Enterprise Ireland is an equal opportunities employer.