

Staff Opportunity

Title:	Senior Market Adviser – Business Services & Digital Solutions for Enterprise & Utilities
Business Unit:	International Sales and Partnering
Reporting to:	Regional Manager, Sao Paulo
Annual Salary:	BRL R\$152,299
Location:	Sao Paulo
Contract Type:	This post is being offered as a 2 year local assignment.
Job Reference:	EI.102.20E
Closing Date:	16 th March 2021

Application Process:

To apply for this position, please send a detailed CV and supporting document quoting reference number EI.102.20E to hrconnect@enterprise-ireland.com

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's trade and innovation agency, Enterprise Ireland, is recruiting a key person to help grow and develop exports of Irish companies from our ICT (Digital Technologies) portfolio to South America.

Enterprise Ireland is a global organisation with over 40 overseas offices working collaboratively together and with sector teams in Ireland to deliver ambitious export growth. The diversity of projects and sectors covered by Enterprise Ireland is shared on our Irish Advantage website <https://irishadvantage.com/>

Enterprise Ireland Senior Market Advisers work with Enterprise Ireland client companies to find a tailored solution to help them accelerate their exports by:

- assessing opportunities for client companies
- identifying routes to market
- finding distribution partners
- identifying potential customers
- assessing competition
- introducing client companies to buyers
- assisting client companies to set up in the market

Working as key part of the Enterprise Ireland South American market development team, this individual will be responsible for managing a large portfolio of product and service clients targeting key South American markets and sectors, including:

- Digital technologies: IoT, fintech, edtech, travel tech, cybersecurity, cloud enablement solutions, talent tech.
- Lifesciences, including digital health.

The role will involve both working one-on-one with clients, and developing and managing client clusters to accelerate exports into a range of targeted end market sectors, offering significant opportunities for export growth.

The position will also involve, where relevant, representing Enterprise Ireland in the business community and at government level, and increasing awareness of Ireland as a source of technology, innovation and educational excellence.

The successful candidate will be required to initiate and implement a range of sales and marketing led activities, utilising their consulting skills, and building a network of contacts in sectors of interest for Irish enterprises.

Key Deliverables:

Business Development

- Proactively increase Irish exports to the South American market in line with targets agreed with Manager and implement a range of services and programmes to support Irish company sales activities.
- Directly manage and engage deeply with Enterprise Ireland's Digital Technologies portfolio of client companies and collaboratively agree robust market development plans for 30+ key clients focussed on delivering significant impact on their exports into the South American market.
- Building strong relationships within prospective South American based target companies, channel partners to provide end customer access for Irish client companies vendors.
- Develop a strong network of broader market contacts and provide a professional product sourcing service to local buyers.
- Develop expertise in targeted sectors of the market where Enterprise Ireland clients have substantial capability and proactively share this information with key clients in each sector.
- Increase the awareness of Ireland as a supply source and facilitate buyer/supplier contact.
- Work in a co-ordinated, collaborative and integrated manner with Ireland based Software Product teams to achieve collaborative & shared corporate targets in the sector.
- Contribute to the EI broader team by proposing & implementing new initiatives/ project ideas/ market opportunities to increase export growth of assigned portfolio clients to the South American market.
- Organise trade events and visits to Ireland for buyers and decision makers.

Customer Engagement

- Advise Irish companies on the most effective ways for them to develop, build and communicate their capabilities in South American markets. This will include support around their business models, value proposition, marketing and sales strategy, market research, and anything else that assists in helping Irish companies to be competitive in South America.
- Build relationships with Enterprise Ireland clients who have ambition to expand in South American markets, agreeing shared growth plans to accelerate their sales in the region.
- Promote the South American markets to Enterprise Ireland key client companies, to ensure that our client base is educated about the ways and means of succeeding in the region.

Stakeholder/Network Management

- Develop key networks across South America of value to Enterprise Ireland and client companies, this includes the industrial groups developed around the Irish Diaspora.
- Work collaboratively with colleagues from other Government agencies and departments (IDA Ireland, Department of Foreign Affairs- DFA).
- Establish an extensive network of decision makers, consultants, potential pathfinders/ accelerators and service providers in targeted sectors in South America.

Project Management

- Responsible for the delivery of high impact and in-market projects and activities using appropriate project management methodology as required.
- Accountable for event and mission planning and implementation
- Scope, plan and allocate resources to commission work for client companies
- Ensure up-to-date information is shared/stored through relevant information systems.

Market Research

- Responsible for scanning market environments and providing quantitative and qualitative research which delivers business intelligence.
- Provide strategic advice and insight based on market research.
- Produce reports and presentations for senior managers as required.

- Support customers in their business and regulatory decision making across a range of areas.

Functional Competencies:

- Minimum of 5 years recent sales, marketing, business development or related experience in Brazil/South America is essential.
- Strong understanding of Digital & Advanced Technologies sector in South America, with a specific focus on knowledge/understanding of market entry and channel partner options in South American markets is essential.
- Proven sales and marketing ability with good knowledge of business methods and sales processes in key markets: Brazil, Colombia, Chile and Argentina is essential.
- Demonstrated capacity to rapidly assimilate the key drivers in business key sub-sectors and niches of interest to Enterprise Ireland client companies
- Good consulting skills with an ability to assess and challenge business plans. This will include support around business models, channel strategy, value proposition, marketing and sales strategy, competitor analysis and market research.
- Strong networking skills, with established network of senior contacts in the South American region that could be leveraged by Enterprise Ireland clients seeking to win new business.
- Ability to represent Enterprise Ireland in dealing with external stakeholders and media.
- Proven ability to work on own initiative with demonstrated project management experience.
- Experience of using a CRM, preferably Salesforce.com, and an understanding of business processes like Lead Management and Account Management is desirable.
- Excellent administration, communication and presentation skills.
- Fluency in Brazilian Portuguese, Spanish and English is essential.
- Third level business or related 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.

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 EI.102.20E reference number to hrconnect@enterprise-ireland.com to be received no later than **5pm, Tuesday 16th March 2021**. All applications will be acknowledged by e-mail.

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 2ND MARCH 2021

Enterprise Ireland is an equal opportunities employer.