

Title: Senior Market Adviser, EdTech, eLearning & Event Tech
Business Unit: Global Markets Division
Reporting to: Manager, West Coast USA
Salary: USD \$154,241
Location: San Francisco, California
Contract Duration: This post is being offered as a 3-year local assignment.
Job Reference: **030.EI.26E**
Closing Date: **Friday 20th March 2026.**

Applicants must be independently eligible to work in the US

Enterprise Ireland (EI) is the trade and technology board of the Government of Ireland with responsibility to scale Irish companies internationally. Enterprise Ireland has operated on the US West Coast since 1998.

As a senior executive in San Francisco, the candidate will act as the key point of contact for Irish companies and collaborate closely with colleagues across the Americas to deliver results for all Enterprise Ireland client companies.

Role Objectives:

Enterprise Ireland is looking to appoint a Senior Market Advisor into our San Francisco office, who will lead the organisation's focus across the USA on expanding Ireland's commercial base across our EdTech, eLearning & Event Tech portfolios in addition to playing a key role in the regional development of the wider Digital Technologies portfolio.

The successful individual will work as a core member of a dynamic team; consulting and advising Enterprise Ireland client companies on their strategy for development and growth; proactively working with Irish businesses to ensure they grow their market share in the US and to initiate and implement a range of sales, partner and marketing led activities, utilizing their consultancy skills and contact base.

The position will also involve representing Enterprise Ireland in the business community and increasing the awareness of Ireland as a world class supply source and EI as a conduit through to that source.

Key Deliverables:

- Play a key contributory role in the development and execution of Enterprise Ireland USA's strategy for supporting Irish companies to clearly understand & access the opportunities that exist across the US EdTech, eLearning & Event Tech markets
- Collaborate with the EI Americas' sector team leads to ensure the deep engagement with our EdTech, eLearning & Event Tech portfolios of companies and collaboratively contribute toward the development and execution of robust market development plans for 20+ key clients focused on delivering significant impact on their exports into US market.
- Deliver on a number of pre-determined KPIs in relation to activities on behalf of these sectors and client companies and contribute more broadly to the Western US and wider Americas' team goals.
- Proactively increase Irish exports to the US market in line with targets agreed with the Manager and implement a range of services and programmes to support Irish company sales activities.

- Establish an extensive network of contacts at senior level in key companies, retailers, distribution channels and other influencers (e.g. trade associations) and connect Enterprise Ireland client companies to accelerators/mentors/in market support.
- Develop a strong network of broader market contacts and provide a product pipeline and partnering service for local buyers.
- Actively and in a hands-on manner, support client company market entry into the Western US region by building strong relationships within prospective US-based target companies and channel partners to provide end customer access for Irish technology companies.
- Work with the EI Americas' sector team leads in adjacent industry verticals to ensure a wider engagement across our EdTech, eLearning & Event Tech portfolios of companies and collaboratively contribute toward the development and execution of robust market development plans.
- 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 Digital Technologies' teams to achieve collaborative and shared corporate targets in the sector.
- Proactively seek out potential market opportunities for individual Irish companies and help clients to turn these opportunities into real sales.
- Contribute to the EI Western USA & broader Americas' team by proposing and implementing new initiatives / project ideas / market opportunities to increase export growth of assigned portfolio clients to the US market.
- Deliver key marketing & event programs aimed at increasing the awareness of Irish capability across the EdTech, eLearning & Event Tech portfolios and end user market sectors
- Undertake/manage agreed advisory projects for individual Irish clients.
- Work collaboratively with colleagues within the Americas' team, Enterprise Ireland's global overseas network and those working for Enterprise Ireland in Ireland, in addition to colleagues from other Government agencies and departments (e.g. IDA Ireland, Department of Foreign Affairs and Trade).
- Mentor and develop colleagues as required.
- Represent Enterprise Ireland in the broader media, business and commercial environment and with the other Irish government agencies in US, projecting a positive image of Ireland as an international supply source.

Functional Competencies

- Minimum of 5 years' recent sales, partnerships, marketing, business development or related experience is essential.
- Understanding of EdTech, eLearning & Event Tech and/or SaaS sectors in the US, with a specific focus on knowledge/understanding of market entry and channel partner options in the US is essential.
- Sales, partnerships and marketing experience and an understanding of the specific challenges foreign Small and Medium Size companies face when entering a large mature sector is essential.
- Strong understanding of digital technologies and software in the US, with a specific focus on knowledge/understanding of market entry and channel partner options in the US is essential.
- Demonstrated capacity to rapidly assimilate the key drivers in business key sub-sectors and niches
- Knowledge of the key players across the defined focal industry sectors and have sound knowledge and understanding of the sectors' strengths and challenges.
- Proven experience and understanding of assisting scaling companies accelerate their sales into the relevant sectors.
- Sales, partnerships and marketing experience in the United States.

- Good knowledge/understanding of the different cultures and the major issues impacting business competitiveness of Irish Companies in the US Market.
- 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.
- Existing industry networks that could be leveraged by Enterprise Ireland clients seeking to export to this market.
- Experience and knowledge of lead generation and business development with strong consulting skills and a demonstrated ability to assess and challenge business plans for SMEs to help them grow their business
- Ability to work on own initiative and also to manage projects collaboratively with broader team
- Clear ability to increase in-market delivery capability through the identification and management of 3rd party collaborators.
- Ability to influence and rapidly build credibility with clients and buyers.
- 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.
- 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 administration, interpersonal, communication and presentation skills.
- Ability and willingness to travel throughout the region and Ireland.
- Ability to represent Enterprise Ireland to external stakeholders and media.
- A relevant 3rd level qualification is desirable

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:

USD: \$154,241 - \$177,461

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 positions. 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 positions. 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 the supporting document accompanying your CV.

To apply for the positions, send a detailed CV and supporting document quoting reference number **030.EI.26E** talentacquisition@enterprise-ireland.com to be received no later than **Friday 20th March 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 talentacquisition@enterprise-ireland.com

ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON FRIDAY 6th March 2026.

Enterprise Ireland is an Equal Opportunity Employer

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