

Title: Senior Market Adviser, Life Sciences and Health Technologies
Business Unit: **Global Markets Division**
Location: Dubai, United Arab Emirates
Reporting to: Overseas Manager, MENA
Salary: AED **450,518**
Contract Duration: This post is being offered on the basis of a 2 year local assignment.
Applicants must be eligible to work independently in UAE
Job Reference: **EI.083.25E**
Closing Date: **Wednesday, 2nd July 2025**

About Enterprise Ireland:

Enterprise Ireland is the Irish government's enterprise development agency working in partnership with Irish businesses to help them grow and succeed in international markets. Enterprise Ireland's purpose is to accelerate sustainable Irish business by investing and supporting the development of Irish-owned companies on their journey to achieving greater scale and to become global leaders in their field. This provides a platform for strong economic growth creating and sustaining jobs in communities around Ireland.

Enterprise Ireland's current strategy, 'Delivering for Ireland, Leading Globally' 2025-2029 charts a clear way forward for Enterprise Ireland and its supported companies to succeed over the next five years with the aim of accelerating sustainable Irish business to start, compete, scale and connect to maximise global opportunity. The overall aim being that Irish companies becoming the primary driver of the Irish economy. The overarching goal is to set new records across all metrics and to see 275,000 people employed, and €50 billion in export sales by Enterprise Ireland supported companies by 2029. This ambitious strategy will be delivered through partnerships, underpinned by service excellence and investment in people & culture.

Enterprise Ireland helps Irish businesses across all sectors to grow internationally from starting out to scaling up, led by a network of 200 colleagues in 40+ offices worldwide, through the provision of strategic advice and meaningful introductions to accelerate the market development and growth of Enterprise Ireland client companies.

Role Purpose

The purpose of this role is to work with Irish client companies to support them to achieve significant growth in their exports in MENA, with the primary focus being on the Lifesciences and Health Technologies sector. The successful candidate will be required to further develop and execute a 2-year sectoral plan for this sector to include the initiation and implementation of a range of sales and marketing led activities, utilising their consultancy skills and contact base, to achieve sales and exports growth for the Lifesciences client base.

Key Deliverables

- Deliver on several pre-determined targets in relation to activities on behalf of the Lifesciences and Digital Health client portfolio.
- Develop and implement MENA sales and market plans with key clients.

- Further develop and execute on Enterprise Ireland's Strategic Plan 2025-2029.
- Establish an extensive network of contacts at senior level in key MENA companies, healthcare providers, retailers, distribution channels 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.
- Promote the MENA market to our key client companies, and challenge client companies to market and sell more effectively in-market.
- Develop expertise in key sub-sectors of the Lifesciences and Health Technology markets where Enterprise Ireland clients have substantial capability and proactively share this information with clients.
- Take a lead and active role in the development of a clear message and value proposition for Irish client companies, in support of their sales activities in the region. Support the exploitation of identified opportunities through provision of in-market support and the identification of strategic in-market partners. Assist and support clients to turn opportunities into real sales.
- Work collaboratively with colleagues within the MENA 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 (IDA Ireland, Bord Bia and Department of Foreign Affairs and Trade).
- Work with Irish based colleagues to engage with clients in collaborative diagnosis of capability across a range of business areas in order to assist companies build robust scalable business plans suitable for market conditions in the region.
- Proactively seek out new opportunities for Enterprise Ireland clients in the given sectors in the MENA region.
- The key geographic areas of focus for development will be the GCC countries with a particular focus on UAE and Saudi Arabia.
- Proactively input relevant market/client information to management information systems across the organisation.
- Mentor and Develop colleagues as required.
- Represent EI in the broader media, business and commercial environment in MENA, and project a positive image of Ireland as an international supply source.

Functional Competencies

- Extensive sales and marketing experience, strong marketing ability with good knowledge of business methods and sales processes is essential.
- 5 years + commercial/business development experience in MENA or similar markets is essential.
- Experience of engaging with C level executives in large organizations is essential.
- Solid understanding and recent commercial experience in the Lifesciences and Health Technologies in MENA is essential.
- Sales and marketing experience in the MENA, ideally in the Lifesciences and Health Technology sector.
- Knowledge of the key players in targeted sectors and has up to date knowledge and understanding of the sectors' strengths and challenges.
- Strong networking capabilities and skills, with an existing network that could be leveraged by Enterprise Ireland clients seeking to export to this market.

- Experience and knowledge of business development with strong consulting skills and a demonstrated ability to assess and challenge business plans for SMEs to help them grow their business.
- Good knowledge/understanding of the major issues impacting business competitiveness of Irish Companies in the MENA markets.
- Ability to work on own initiative and to manage projects including the organisation of client/buyer events.
- Demonstrated capacity to rapidly assimilate the key drivers in business key sub-sectors and niches
- Clear ability to increase in-market delivery capability through the identification and management of third-party collaborators.
- Excellent interpersonal and communication skills with good presentation skills
- Strong I.T. Skills.
- Proven ability in terms of project management.
- Proven track record of achieving results.
- A third level qualification in Business or a 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 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 Scale:

AED 450,518 – 523,858

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 your supporting document accompanying your CV.

To apply for the position, send a detailed CV and supporting document quoting reference number **EI.083.25E** to dante@ggselection.com be received **no later than Wednesday, 2nd July 2025**.

N.B. All correspondence will be acknowledged in within 3 working days. Applicants who do not receive an acknowledgement within 3 working days should contact dante@ggselection.com

ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON TUESDAY 10TH JUNE 2025

Enterprise Ireland is an equal opportunity employer

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