

Title: Senior Market Adviser, USA Lifesciences & Digital Health
Business Unit: Global Markets Division
Location: Boston
Reporting to: Manager, East Cost USA
Salary: \$142,848
Contract Duration: This post is being offered on the basis of a fixed term local contract until **January 2026.**
Job Reference: **EI.088.25E**
Closing Date: **Thursday, 26th June 2025**

Enterprise Ireland is the Irish Government's trade and innovation development agency working with Irish businesses of all sizes to start and grow in international markets. Our purpose is to secure the future of communities across Ireland through the sustainable development and growth of these businesses. We achieve this through our sector approach, innovation & capability supports in Ireland and our international network of over 40 offices. The organisation's strategy aims to put Irish enterprises at the forefront of creating solutions for global challenges while delivering sustainable prosperity throughout Ireland.

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 the US, with the primary focus being on the Lifesciences and Digital Health sector.

Key Deliverables

- Deliver on a number of pre-determined targets in relation to activities on behalf of the Lifesciences and Digital Health client portfolio.
- Develop and implement US sales and market plans with key clients.
- Establish an extensive network of contacts at senior level in key US 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 US 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 Digital Health 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 US 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, Department of Foreign Affairs and Trade DFAT).
- 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 USA.
- The key geographic areas of focus for development will be East Coast region of the USA.
- 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 USA, 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.
- Recent commercial/business development experience in US 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 Digital Health industries in the US is essential
- Sales and marketing experience in the United States, ideally in the Lifesciences and Digital Health sectors
- 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 American Market.
- Ability to work on own initiative and also 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

Strong drive to achieve, with the ability to remain outcome and results focused with regard to multiple business priorities and organisational goals. Strong commitment to 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 look-out 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 clients' 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

Expertise in building and developing teams, working collaboratively with colleagues, shares information and respect the opinions 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

The ability to lead, inspire, motivate and energise yourself and others to create an environment that enables others to excel in terms of job performance.

Salary scale

\$142,848 - \$151,965

Candidates should note that entry will be at the minimum point 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 essential 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 – 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 a completed supporting document quoting reference number **EI.088.25E** to HRconnect@enterprise-ireland.com to be received **no later than Thursday, 26th June 2025**.

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 THURSDAY, 12TH JUNE 2025

Enterprise Ireland is an Equal Opportunity Employer

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