

Title: Market Adviser, Lyon
Sector: Engineering, Industrial Machinery, Material Handling
Business Unit: Global Markets
Reporting to: Overseas Manager France
Location: Lyon
Salary: **€66,748** *(Candidates should note that entry will be at the minimum of the relevant scale)*
Duration: Full time. This post is being offered on the basis of a local assignment.
Job Reference: **EI.096.25E**
Closing Date: **Monday, 7th July 2025**

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

Enterprise Ireland is the Irish Government's trade and innovation development agency working with entrepreneurial Irish businesses of all sizes to grow and scale in global 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. Our market advisers, Specialists with deep market expertise work with our clients and collaborate with colleagues in Ireland and around the world to support EI's client companies' export growth and expansion.

The organization's strategy '[Delivering for Ireland, Leading Globally: Strategy 2025-2029](#)' outlines how we aim to put Irish enterprises at the forefront of creating solutions for global challenges while delivering sustainable prosperity throughout Ireland.

Enterprise Ireland is a global organisation with 40 overseas offices working collaboratively together and with sector teams in Ireland to deliver ambitious export growth targets set out in the current strategy.

To understand more about the diversity of activities and sectors covered by Enterprise Ireland as an organisation, please visit our website at www.enterprise-ireland.com.

Role Purpose

This market advisory role is an important role to help grow and develop exports of Irish companies within the engineering, agricultural technology, industrial machinery, material handling and related sectors in France. This portfolio within the Eurozone and Central, Eastern European Region is one of the fastest growing sectors for Irish exporters. France is an important region as Irish companies look to diversify into new markets, exploring opportunities for their business. The drive towards efficiency and sustainability across different sectors in France brings significant opportunity for Irish companies targeting this market. Target end markets for this portfolio include the agricultural, logistics, retail and energy sectors, as well as ports, municipalities and large infrastructure projects.

The Market advisor will work as a core member of a dynamic EI France team, working proactively with Irish businesses to support successful market entry and help them reach their full growth potential in terms of market share. This involves cultivating a deep understanding of the export journey and its challenges, while providing strategic guidance on both market entry and expansion plans. The role also involves identifying and promoting emerging market opportunities, helping companies navigate shifting market dynamics, and offering tailored advice on the most effective channels for growth. Additionally, the Market Advisor will broker valuable introductions to buyers, partners, and stakeholders to maximize impact and accelerate market share growth.

While this role is based in Lyon, the market advisor's activities will span the entire French territory.

Key Deliverables:

Impact

- Agree and commit to KPIs that drive sustainable growth and success for client companies.
- Advise clients on strategies for entering and growing in international markets, including support in developing business plans.
- Develop and execute marketing and promotional activities to raise awareness and drive engagement.
- Nurture and leverage a strong professional network to provide clients with a competitive edge in challenging environments.
- Demonstrate a commitment to continuous improvement and excellence in all aspects of work.

Client Portfolio Management

- Oversee a portfolio of start-ups, scale-ups, and established companies targeting both public and private sectors.
- Directly manage a portfolio of clients, reviewing current exporters to identify those with potential for further growth and engaging new clients not yet active in the market.
- Collaborate with clients to develop and execute tailored market entry and growth plans.
- Drive client growth through both individual and group-level initiatives, ensuring alignment with strategic objectives.

Strategic Development and Market Planning

- Create and implement strategies that support client success and align with broader sectoral goals.
- Proactively identify and pursue market opportunities for individual clients, helping turn these into tangible sales.
- Undertake and manage projects for clients, persuading senior stakeholders to act on strategic recommendations.
- Contribute to strategic sector development by working closely with sector leads and overseas managers.

Communication and Collaboration

- Maintain best-in-class knowledge management by regularly updating CRM systems with accurate and comprehensive client data.
- Demonstrate strong influencing skills and the ability to manage relationships across teams and levels.
- Work collaboratively with colleagues across international offices and headquarters to support client success.
- Actively participate as an inclusive, supportive, and engaged member of the team. This market advisor position is part of the cluster “Construction and Engineering solutions” led by a senior market advisor. The team jointly develops sector strategies and operational plans for their client portfolios.

Market Intelligence and Research

- Continuously monitor and analyse market trends, emerging opportunities, and disruptive risks.
- Share insights with clients and colleagues to inform strategy and decision-making.
- Design and implement awareness initiatives to highlight client capabilities in relevant sectors and among key stakeholders.

Networking and Stakeholder Engagement

- Establish and maintain a robust network of decision-makers and influencers to benefit the client portfolio and support team objectives.
- Provide a professional product sourcing service to local buyers and facilitate meaningful buyer-supplier connections.
- Increase awareness of Ireland as a supply source and promote client capabilities in international markets.

Professionalism

- Uphold the highest standards of ethics, discretion, and diplomacy in all interactions.
- Take an uncompromising approach to professionalism, reflecting the values of a highly regarded government agency.

Functional Competencies:

- Recent and relevant experience in sales, marketing and client business development (or related experience) **is essential.**
- Demonstrable understanding of the engineering and industrial sectors landscape in France, including knowledge of the key trends, business methods, sales processes and emerging opportunities. An understanding of the sector opportunities and challenges **is essential.**
- A track record of achieving results and ability to identify new sales opportunities **is essential.**

- Fluency in French and English **are essential** for this role.
- Good consulting skills with an ability to assess and challenge business plans. This will include support around their business model, channel strategy (including dealer management) and route to market, value proposition, marketing and sales strategy, competitor analysis, and market research.
- Strong networking skills. An established network of senior contacts in France that could be leveraged by Enterprise Ireland clients seeking to win new business is a plus.
- Experience of developing business relationships with key networks across France of value to Enterprise Ireland and client companies.
- A self-starter with experience of working on their own initiative and developing projects.
- Experience of using a CRM, preferably Salesforce.com, and an understanding of business processes like Lead Management and Account Management is desirable.
- Ability to influence and shape the strategic direction both of Irish companies and of the sector development work undertaken by Enterprise Ireland.
- Ability to identify and introduce business advisors and coaches to client companies that will speed up their market entry and accelerate their penetration.
- Excellent administration, communication and presentation skills.
- Ability and willingness to travel throughout the region and Ireland.
- A driver's license will be **required** to efficiently carry out the tasks involved.
- A 3rd level business or related qualification is desirable.

Mindset & Approach

- Ambition and hunger to exceed expectations.
- Ability to think strategically but execute tactically.
- A passion for public service with a motivation to deliver impact.
- A "can-do" attitude.
- Highly collaborative with the ability to build trust with key stakeholders.
- Curious and challenging.

Why Our People Choose to Work with Us

- Opportunities for personal growth.
- Access to world class training & development through our professional qualification programme.
- Chance to work in a dynamic, fun, and challenging environment where effort and ideas are recognised.
- Opportunity to influence change and deliver a societal impact.

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.

Salary Scale:

€66,748 – €77,614

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 pay policy. Subject to satisfactory performance, increments may be payable in line with current 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 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 supporting document quoting reference number **EI.096.25E** to HRConnect@enterprise-ireland.com to be received **on or before Monday, 7th July 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 MONDAY, 23RD JUNE 2025

Enterprise Ireland is an equal opportunities employer.

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