

# STAFF OPPORTUNITY

IDA Ireland which is the Irish Government agency responsible for attracting Foreign Direct Investment to Ireland is seeking to appoint a senior executive in South China with responsibility for attracting Chinese FDI. According to the IMD and IBM business rankings Ireland is recognized as one of the leading locations globally for international investment and is the home of over 1,300 MNC's primarily in the technology, financial services and life sciences sector. Chinese MNC's have increasingly taken leading positions in global markets and are becoming a serious force in international investment.

IDA believes that Ireland can be an excellent base for Chinese investment in EMEA, particularly investment from Technology, Financial Service, Life Science etc. sectors. Ireland's winning mix of high skills, competitive costs, low tax and English speaking language is already home to many of the leading technology companies in the world including Chinese MNC's such as Huawei, Riot Game (Tencent), Travelsky, Bank of China, ICBC, CDB, WuXi Biologics, CMS which have made recent investments in Ireland.

The appointed candidate will be expected to build on this success through winning further investment for Ireland in these sectors

<b>JOB TITLE:</b>	<b>SALES &amp; MARKETING EXECUTIVE</b>
<b>LOCATION:</b>	<b>CHINA-SHANGHAI</b>
<b>AD NUMBER:</b>	<b>2018-102</b>

## JOB PURPOSE

To work as part of the Global Growth Market Team in identifying and winning high quality investments in line with IDA's strategy *Winning: Foreign Direct Investment 2015-2019*, with a particular emphasis on winning New Name, Expansion and Research, Development and Innovation Investments including those capable of operating in regional locations.

IDA Ireland is seeking a high level executive to win new foreign direct investments (FDI) for Ireland primarily from Technology, financial service and life science sectors in East China but also from other sectors as directed.

## CANDIDATE PROFILE

The successful candidate will be an experienced business development executive capable of operating to a high level with top executives from Chinese Multi-National companies. Ideally with experience of working overseas or direct engage in Chinese overseas investment, the candidate will have a proven track record of success and be capable of working as part of a team with colleagues from Ireland and China. This role will report to IDA China director based in shanghai.

## KEY TASKS

In line with the strategy targets and objectives set out in *Winning: Foreign Direct Investment 2015-2019*, the key tasks include:

- To engage with companies at top management level in the targeted sectors in East China and other assigned territories, to identify opportunities for Ireland and secure FDI investments for Ireland from these companies
- To build up a key target company list for the region with guideline from IDA China Director
- To build a strong pipeline of investments from the territory, actively engage with clients and build relationships to secure investment to Ireland;
- To secure company visits to Ireland as part of the business development process; help prepare appropriate itineraries for company executives visiting Ireland;
- To follow through engagements and drive towards investment closure in order to meet targets;
- To engage and network with relevant Government Officials and other State Owned Enterprises and other sectors as directed by IDA China Director where this would add value to securing investments for Ireland;
- To capture relevant market place intelligence, ensuring the flow of information to IDA China and Global Team, in order to co-develop appropriate value propositions for potential investors;
- To make a contribution to the overall China strategy through working with IDA China Director;
- To market and present Ireland as a key investment destination in the region;
- To arrange market trip and company meetings for IDA Dublin Sr. Executives, China Director and other stakeholders
- To upload company meeting and market information timely into IDA CRM (Customer Relationship Management) System
- To ensure dignity, respect and equality are applied within and outside the Organisation and that a work life balance is supported as much as possible in the workplace;
- To demonstrate flexibility in undertaking additional tasks that can arise or are assigned to this role;
- To ensure that continuous learning and development is undertaken through informal and formal learning and participation in the Performance Management and Development Review Process;
- Ensure that IDA's values of People, Professionalism, Passion for Performance and Public Service are upheld at all times.

## KEY COMPETENCIES REQUIRED

### **Client Focused Relationship Building**

- Communicate in a variety of ways in a fluent, focused and enthusiastic manner in order to engage with clients through discussions and presentations in order to market Ireland as an ideal location for their business;
- Follows through on client queries and takes personal responsibility for the relationship;
- Thinks longer term about the relationship, is aware of the client's business strategy and how this can be used to focus the engagement on relevant business opportunities.

### **Sales and Marketing/ Negotiation and Influencing**

- Ability to negotiate and influence, translating technical solutions to meet requirements to agree a way forward;
- Have an understanding of financial and commercial issues for businesses;
- Ability to apply sales tools and techniques to generate leads and develop relationships to gain a successful outcome and build a strong pipeline;
- Is driven towards meeting targets and closing 'a deal'

### **Communications and Personal Effectiveness**

- Develops and builds relevant relationships through a variety of networking opportunities;
- Looks proactively for opportunities to engage with new clients and is able to operate in both formal and informal settings;
- Able to identify and develop the 'hook/link' that gives the client a sense of common ground and connection;
- Able to influence and build rapport with others, particularly at senior level;
- Proactively works across the global team sharing information and working with others within the sector to develop innovative solutions and secure investments;
- Shares information proactively with others on market intelligence;
- Has a passion to deliver results and sets high standards of excellence in the way in which they present themselves to the business population.

### **Creativity and Innovation**

- Researches new ideas and technologies for the benefit of the sector;
- Able to translate concepts into practical models for the client and balance the Ireland offering with the outcome;
- Delivers excellent services to the client by generating ideas and solutions for clients and demonstrating initiative in presenting them to secure investments.

### **Knowledge**

- Ability to analyse and interpret elements of business strategies and demonstrate sound judgement and an innovative approach to problem solving;
- Have an understanding of the dynamics of international business development;
- Ability to learn and develop self to ensure business acumen is enhanced and sectoral knowledge is developed;
- Have the ability to develop sectoral knowledge including changing business models to maximize the effectiveness of the marketing process



## ESSENTIAL REQUIREMENTS

- A Third level Degree qualification, to a minimum of degree level, and relevant business experience;
- Business development professional with strong experience and knowledge dealing with Chinese companies;
- International experience ideally gained working or living in overseas, or involving Chinese outbound investments directly;
- Capability to work at top executive level;
- Fluent Chinese/ English languages required in reading, writing and speaking;
- Strong communication and listening skills;
- Strong learning capability
- Ability to work well under pressure, independently and on own initiative;
- Aspects of this role will require travel and work outside of normal office hours;

## SALARY SCALE