



Sector Lead – Engineering, Middle East
Based in Dubai, UAE
India, Middle East and Africa Team
Invest Northern Ireland

As a part of the Department for the Economy in Northern Ireland, Invest Northern Ireland ('Invest NI', www.investni.com), working with key stakeholders, is driving the transformation of Northern Ireland into an innovative, competitive and knowledge-based economy.

The key role of Invest NI's international offices are helping Northern Ireland companies ('our clients') to increase export sales, developing collaborations and promoting Northern Ireland as an inward investment location.

Invest NI is looking to recruit an enthusiastic Sector Lead – Engineering, Middle East. The Engineering sector broadly includes clients in Materials Handling (Quarrying, Waste Management, Recycling, Construction and Mining equipment), Aerospace and Construction. The ideal candidate will have a recent successful experience and a well-developed network in the Materials Handling sector, and have an awareness of the infrastructure projects, mega projects in the region, relevant to helping our clients develop their export markets in the Middle East. Current and clear understanding of the business sectors and main economic drivers of the Middle East, particularly the Gulf Co-operation Council ('GCC') states is essential.

Based in Dubai and reporting to the Head of IMEA, you will work closely with our clients, as well as a range of local partners and stakeholders such as the UK's Department for International Trade (DIT), Agent/Distributors network, Government entities, Business Networks, the Northern Ireland diaspora / ex-patriate community etc. You will also work closely with Invest NI colleagues based in Northern Ireland, the wider IMEA region and in other locations.

To help achieve export sales, you will be responsible for conducting market research, analysing market data, identifying business opportunities, connecting our clients to local businesses, attending expo / events, arranging and supporting market visits of individuals and groups to the Middle East. Specifically, you will support conferences, represent Invest NI and facilitate our clients in major exhibitions. You will also provide support in arranging meetings and facilitating visit programmes for VIP and senior officials visiting the Middle East.

The post-holder will be required to travel regularly around the Middle East in order to develop business opportunities. The post-holder will also be required to visit other locations, including the UK as required.

The Role and Requirements

1. Developing an in-depth knowledge of the capabilities and strategic growth plans of key Northern Ireland clients in the Engineering sector – predominantly in Materials Handling – Quarrying, Waste Management, Recycling, Construction and Mining equipment.
2. Developing short capability reports on the Northern Ireland proposition in the key target sectors; implementing approved strategies for these sectors in the region.
3. Conducting local market research and analysing data to develop sector opportunity reports, map capabilities, identify customers, partners, distributors, and agents. Promoting business opportunities identified for our clients and colleagues in Northern Ireland, convincing them of the merits of doing business in the region.
4. Providing business advice to client companies through written reports, paper briefings and oral presentations.
5. Developing and delivering market visit programmes for clients (individual companies and / or groups for exhibitions / trade missions); supporting VIP and senior official visits to the region; facilitating inward missions to Northern Ireland.
6. Developing partner, stakeholder and NI Diaspora networks in a strategic manner; identifying potential partnership opportunities for Invest NI and our clients in the key target markets.
7. Working with the Marketing and Communications team to help develop campaigns, building awareness, and promoting sector strengths and capabilities of Northern Ireland companies in the target business sectors.
8. Accurate and timely recording of customer and stakeholder information on Invest NI's Customer Relationship Management (CRM) and internal management systems.
9. Engaging actively with Invest NI's sector teams in Northern Ireland, providing sectoral and market insights to inform wider strategic and events planning. Providing regular reports on market and team performance, and reporting on outcomes of key events and marketing activities in the region on an ongoing basis.

Selection Criteria

1. A University degree, preferably in Business or Engineering.
2. At least five years' recent successful experience in business development or sales of products / services into Engineering sectors in the GCC or wider Middle East Region.
3. Recent experience in a commercial environment and an understanding of sales cycles, best routes to market and business challenges in the GCC or wider Middle East Region.

4. Recent experience in trendspotting, interpreting market intelligence, analysing and presenting data accurately and acting on it by developing effective strategies for business development.
5. A basic understanding and knowledge of infrastructure projects like mega construction projects, ports, mining projects in the GCC or wider Middle East Region.
6. A high level of oral and written communication skills with extensive experience of giving presentations and public speaking in English. Knowledge of the Arabic language would be an advantage.
7. Excellent ICT skills, with recent frequent experience of using word, databases, excel and a working knowledge of digital and social media channels.
8. Experience of working on your own initiative, building networks, meeting deadlines and providing a comprehensive support function.

Please note:

- a. Recent experience is defined as being in the last five years.
- b. UAE residents preferred. Holding a clean UAE driving license would be an advantage.
- c. You must be flexible and willing to work evenings, weekends and public holidays in accordance with the needs of the post.
- d. You must possess a valid passport in order to undertake regular travel throughout the Middle East region and to the UK.
- e. You must have no impediment to exiting the UAE and travelling to any country.

To Apply

Whilst providing your CV suitably adapted to the Employee Specification, in 250 words, please tell us why you believe you are suitable for this role.

Invest NI will shortlist for this position based on criteria 1 through 6 detailed above.

Your CV/ Résumé, along with your cover letter must clearly demonstrate your experience and reasoning for undertaking this role by providing clear evidence of how you meet the above requirements.

Invest NI will not make assumptions from the title of the applicant's post or the nature of the organization as to the skills and experience gained or the methodology you propose to use in the delivery of this role.

To attract and motivate high quality and qualified applicants, the salary for this post is competitive. UAE labour laws and local terms and conditions of employment will apply to the post holder. The post is immediately available.

If you are interested in this exciting and rewarding opportunity, please submit your CV / résumé and a cover note in a .doc (word) file format to imearecruitment@investni.com. Please state the role you are applying for clearly in the subject line.

The closing date for applications is no later than UAE time 09:00 am, Sunday 2nd February 2020.

References and a statement of good standing will be required before appointment.

Invest NI is an Equal Opportunities Employer.