



CIGA HEALTHCARE JOB DESCRIPTION

Job title: Graduate Key Worker

Reporting to: The successful candidate will become an integral part of the International Sales team, reporting to the Sales Manager.

Location: CIGA Healthcare Headquarters based at Kildowney House, Pennybridge Industrial Estate, Ballymena, BT42 3HB, UK.

Overall purpose of the job: CIGA Healthcare is experiencing a rapid growth across all the world. Their board of directors aim by 2023 to have appointed distributors in over 100 Countries across the World by this will partially be achieved by recruiting an International Sales Graduate as part of the Invest NI Graduate to Export Programme. Their target market is the ASEAN marketplace. The propose of the graduate will be to conduct a market research project in line with the company business plan and to work to implement it.

Invest NI Graduate to Export Programme:

The Graduate to Export training programme is run by Invest NI. The successful graduate will be automatically enrolled in a full funded Postgraduate Diploma in an International Marketing delivered by Ulster University and the Institute of Export and International Trade. It will provide graduates the opportunity to continue their professional development and study to a Master's level once the Graduate to Export Programme has completed. As part of the Postgraduate Diploma, Graduates will have a number of modules/assignments to complete over the 18-month period, these will be delivered virtually. Ulster University and the Institute

of Export and International Trade will also provide academic mentoring to the graduate for the duration of the Programme.

For the first six months of the Programme the graduate will be based at the company's premises in Northern Ireland. It is anticipated that this period will be a time when the graduate will get to know the business, the management and staff, learn about the company's products and services and get a good grounding in the overall strategic direction of the business.

The following 12 months are spent in the export market undertaking the market research project with full support from the company, along with academic and company mentors. CIGA Healthcare will be responsible for all costs associated with the overseas placement. Invest NI will continue to fund the training programme whilst the graduate is overseas. Ulster University will use a variety of delivery methods to facilitate distance learning throughout the duration of the Programme. Invest NI have a network of local offices around the world which can also support the graduate and signpost them to other sources of advice in market, for example the Department for International Trade and the Enterprise Europe Network.

Key activities:

1. Conduct market research projects in the new target markets aligned with CIGA's strategic marketing plan, to help increase exports of our product range into the ASEAN region.
2. Liaise with new and existing customers to ensure they always receive a quick high-quality service.
3. Assist with the marketing and promotion of the company brand, image, and products.
4. Attend weekly sales meetings
5. Gather contact details of prospect new customers and reach out to them introducing our product range
6. Navigate corporate structures to identify decision makers and determine buying process.

7. Document all new leads and sale developments in relevant databases.
8. Develop specific and extensive product knowledge to attract new customers and think of new groups to sell to.
9. To perform the job in accordance with the company's policies and procedures, especially the Equal Opportunities and Harassment Policy.
10. To perform any other duties as may be reasonably be required from time-to-time.
11. Research and suggest possible new innovative and exciting products to be created as part of our range.
12. Complete modules/assignments as part of the Postgraduate Diploma.

Any special requirements:

On special occasions you may be required to work weekends or evenings.

The candidate will also be required to travel abroad for business.

Candidate Requirements:

In line with Invest NI's Graduate to Export Programme, to be eligible for the programme participants must have:

- A Pass degree (This can be in any discipline)
- Graduated in the last five years
- The successful graduate will spend up to 6 months in Northern Ireland, before travelling to the overseas market as often as is required for up to 12months.
- Pre-existing legal status to live and work in Northern Ireland
- Maintain a valid passport at all times

Ideal Candidate:

The ideal candidate would have the following characteristics:

- Strong negotiation skills and confidence in dealing with customers
- Possess excellent organisational, teamwork and communication skills
- Able to travel for business purposes
- Enthusiastic and can-do attitude with willingness to listen and learn
- Strong problem-solving skills.
- Excellent IT literacy
- Always smartly dressed
- Desire to travel and to leave Northern Ireland for extended periods of time.
- Hold a valid UK driving license
- Foreign language skills are desirable, but not essential