



ITALIAN TRADE AGENCY

ICE - Italian Trade Commission

Trade Promotion Section of the Italian Embassy

Chicago Office

The Italian Trade Agency of Chicago is seeking to fill a temporary, full time Marketing Officer position within the Publishing Task Force business line. Please consult www.italbooks.com/about for details about the program.

Duties

- * Organize, coordinate and take part in promotional activities, such as, for example, trade show pavilions, conferences, business trips and advertisement campaigns
- * Develop strategies for sourcing new products and services within the Italian publishing industry and promote them in the USA market
- * Identify and establish direct contact with USA publishers, trade associations, bookstore chains, importers and literary agents interested in relating with Italian counterparts; update the office's marketing data base
- * Perform public relations activities including contacts with local authorities and business representatives
- * Provide prompt assistance, to Italian and USA companies willing to establish and/or strengthen their business ties with companies of the other country
- * Utilize existing market reports or commission ad hoc ones to update data on local demand, distribution and trade flows
- * Update ITA's websites with news and information about the publishing sector on a regular basis
- * Carry out any assigned administrative task required to prepare the ground for the above mentioned activities
- * Carry out any other marketing, analysis, promotional, training and administrative activity suggested by the Director and/or the Vice Director of the office

Qualifications and experience required

- * Bachelor's degree in English, literature, communications, marketing or equivalent
- * Minimum of 5 years of experience in the publishing industry, in a role similar to that requested for the job (see *Duties*, above)
- * Master's degree or a combination of a relevant Bachelor's degree and three additional years of relevant work experience, in addition to the minimum above, would be preferable
- * Advanced knowledge of Italian
- * Proven ability to devise and implement a strategy for marketing of and communication about editorial content, including through direct marketing tools

- * Professional understanding of social platforms including, but not limited to, Facebook, Twitter, Instagram, LinkedIn, YouTube; experience with content management systems preferred
- * Orientation to detail and client service, resourcefulness and enthusiasm
- * Skillful use of applications such as MS office, particularly Word, Excel and Powerpoint, internet, email and database software
- * Ability to manage multiple projects at once.

Salary, Term and Hours

Compensation will be based on applicant's experience and will range from USD 3,800 to USD 4,200 per month, gross of all taxes and fees. No health insurance benefits will be provided. ITA will offer to the successful candidate a contract to run initially through December 31, 2019, renewable based on funds availability and performance. The position is full time, i.e. 40 hours per week at ITA's office in Chicago. Selected applicants will be required to undergo an interview and a written test the week of September 16- 20, 2019.

Employment Status

Applicants must be legally authorized to work in the USA, i.e. be a USA citizen or have a green card. The Italian Trade Agency will not sponsor any foreign employees.

The Italian Trade Agency

The Italian Trade Agency is the government organization which promotes the internationalization of the Italian companies in line with the strategies of the Ministry for Economic Development. The ITA provides information, support and advice to Italian and foreign companies. In addition to its Rome headquarters the ITA operates worldwide through a large network of Trade Promotion Offices linked to Italian embassies and consulates and working closely with local authorities and businesses.

The ITA provides a wide range of services overseas helping Italian and foreign businesses to connect with each other:

- identification of possible business partners
- bilateral trade meetings with Italian companies
- trade delegation visits to Italy
- official participation in U.S. food related trade show exhibitions and exhibition forums
- seminars with Italian experts.

The **ITA Chicago office** specializes in major food retailers, private label sector, machinery, automotive and publishing, among other sectors. More information on the Italian Trade Agency activities in the US is available at <https://www.ice.it/en/markets/usa>.

Inquiry Submission Particulars

All inquiries may be submitted via email to chicago@ice.it specifying in the subject line Marketing Officer – Publishing Task Force no later than **September 6, 2019**.