



ITALIAN TRADE AGENCY

London Office

London, 30/06/2025

FOREIGN DIRECT INVESTMENT SPECIALIST – DIRECTOR

About Us

The Italian Trade Agency – London Office

The Italian Trade Agency (ITA) is the Government agency supporting the business development of Italian companies abroad and promoting foreign investment in Italy. In addition to its headquarters in Rome, ITA operates worldwide through a vast network of offices linked to Italian embassies and consulates, working closely with local authorities and businesses.

With a modern and dynamic organization, ITA provides information, assistance, consulting, promotion, and training to small and medium-sized Italian enterprises.

Through its **Foreign Direct Investment (FDI) Unit**, ITA facilitates the establishment and development of foreign companies in Italy by:

- Promoting business opportunities
- Assisting foreign investors in establishing or expanding operations
- Supporting investors throughout the entire investment lifecycle
- Offering high-level advisory services for strategic investments

Role Overview

This role is focused on supporting UK-based direct investment in Italy, raising awareness of Italy's business and regulatory environment, and assisting foreign-owned companies seeking to relocate operations to continental Europe due to Brexit.

The ideal candidate will have a strong background in investment banking, management consulting, or investment promotion—preferably with experience in both the UK and Italy (in the private or public sector)—and a proven track record in attracting and supporting foreign investors.

The role is for a one-year contract, with the possibility of extension for an additional term of one year less one day (the 'Extended Term'), subject to approval by the ITA.

Key Responsibilities

Lead Generation

- Identify, contact, and engage with suitable leads and investment projects.

- Target companies with potential interest in greenfield investments, expansions, or mergers and acquisitions in Italy.
- Generate and qualify leads through emails, referrals, networking, and event participation.
- Adopt a methodical approach to follow-ups, ensuring relationships are nurtured and maintained.

Investor Engagement and Sales Support

- Manage relationships with prospective and existing investors.
- Assist in developing presentations and marketing materials.
- Support marketing campaigns, including executive missions to Italy.
- Conduct competitive and sectoral intelligence gathering and analysis.
- Prepare management reports on sales and marketing activities.

Marketing and Outreach

- Collaborate with the ITA London Office, the FDI Office in Rome and with local authorities and businesses.
 - Implement marketing strategies locally, including event organization, PR, targeted brochures, and social media campaigns.
 - Identify relevant conferences, exhibitions, and speaking opportunities in the UK.
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Job Duties

- Conduct meetings with companies and organizations in the UK and Italy.
- Research and/or collect market information with reference to targeted industry sectors.
- Assist visiting ITA staff or partners on business trips to promote inward direct investment from the UK market to Italy.
- Follow up to enquiries from potential investors;
- Build and manage contacts with potential and existing investors through meetings, telephone calls and emails or other modes of contact to be determined by ITA.
- Identify and recommend conferences, seminars, exhibitions and speaking engagements for ITA's participation in UK;
- Organise seminars, receptions and other promotional events according with the activities plan provided by ITA;
- Detailed record of meeting notes to be shared periodically with the Investment Coordination Office in ITA Rome;
- Develop and maintain the ongoing DB with companies' contacts information as result of meetings, workshop or other networking activities;
- Submit a structured quarterly report and a bi-weekly update to ITA Head Office;
- Provide a final comprehensive report at the end of the term.

Qualifications and Skills

- A Degree in Finance, Economics, Political Science or a related field;
 - Solid background in investment banking, management consulting, investment promotion, or a related field - (in the private or public sector) of strategic and operational support activities for attracting foreign investors – with a strong network in different industries sectors.
 - Demonstrated success in lead generation and investor engagement.
 - Strong understanding of global FDI dynamics and the UK economic/financial framework
 - Deep knowledge of the industrial framework of Italy.
 - Excellent communication skills and high attention to detail.
 - Proficiency in English (Italian language skills are a plus)
 - Proficient in MS Office (Excel, PowerPoint); excellent knowledge of databases such as Pitchbook, Capital IQ, and FDI Markets
 - Strong organizational and time management skills; ability to prioritize, multitask, and work flexibly.
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An Examination Committee is appointed, consisting of three members and a recording secretary.

There will be an interview in English language divided into a **technical part** and an **attitudinal part**.

The technical part of the interview will be based on the following topics:

- **Investment attraction competencies:** proven experience in attracting FDI (Foreign Direct Investment), promoting investment opportunities, or in related roles, with a strong passion for fostering investment prospects;
 - **Organizational competencies** in the context of high-impact investment promotion activities such as seminars, roadshows, and networking events that highlight Italy's investment potential;
 - **Market Intelligence competencies:** knowledge of global economic trends, market dynamics, and best investment practices, providing valuable insights to investors,
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with a particular focus on the UK industrial ecosystem as well as the broader finance and investment landscape.

Regarding the general criteria for evaluation, the oral examination aims to:

- Verify the candidate's adequate level of knowledge of the topics covered by the exam;
- Assess, through an overall evaluation of the candidate, their ability to communicate clearly and concisely, demonstrate logical reasoning, make connections between concepts, provide reasoned summaries, and exhibit maturity, balance, and suitability for carrying out the tasks related to the position at the ICE Office in London.

There **will be a final ranking** that will be determined by the average of the scores obtained in the technical and attitudinal assessments.

The final ranking will be published on the ITA website - <https://www.ice.it/it>.

The final ranking of the selection process will be valid for 24 months from the date of its approval, with the possibility of appointing eligible candidates from the list as vacancies arise.

The Committee's evaluations, based on the above-mentioned criteria, will be expressed in a **numerical score out of 100 points**.

Given this, the Committee establishes and ranks the following **weighted evaluation ranges for the two components of the oral examination**:

- **Technical knowledge – max 60/100**
 - Below 30: Severely insufficient
 - 30 to 35.9: Insufficient
 - 36 to 41.9: Sufficient
 - 42 to 47.9: Fair
 - 48 to 53.9: Good
 - 54 to 60: Excellent
- **Attitudinal interview – max 40/100**
 - Below 20: Severely insufficient
 - 20 to 23.9: Insufficient
 - 24 to 27.9: Sufficient

28 to 31.9: Fair

32 to 35.9: Good

36 to 40: Excellent

The Committee resolves to adhere, in accordance with applicable laws and the provisions of the competition notice, to the following **criteria for assessing the oral examination**:

- **Severely Insufficient:** The examination reveals multiple and serious deficiencies or a clearly inadequate knowledge of the subjects covered in the interview, with evident and repeated substantive errors in the candidate's discussion and/or unclear, confused, superficial, and ineffective communication, including an inability to argue in a concise and persuasive manner. The candidate also shows clear difficulty in public speaking, ultimately demonstrating an overall lack of academic and cultural preparation, maturity, and suitability for the position at the ICE London FDI Desk.
- **Insufficient:** The examination reveals several and sometimes serious gaps and/or a superficial, limited, and overall inadequate understanding of the subjects covered. This includes various substantial errors during the discussion and a presentation that lacks clarity, coherence, persuasiveness, or effectiveness, particularly in the ability to speak publicly or present critical reasoning. As a whole, the oral exam is deemed insufficient in terms of academic and cultural preparation, maturity, and the candidate's overall aptitude for the position at the ICE London FDI Desk.
- **Sufficient:** The examination demonstrates an overall adequate understanding of the subjects covered in the interview, or, while revealing gaps in certain areas, these are compensated by stronger knowledge in others or by an overall capacity for critical thinking. The candidate is therefore considered by the Committee to possess sufficient preparation, maturity, and aptitude to carry out the activities required by the ICE London FDI Desk.
- **Fair:** The examination demonstrates a good understanding of the subjects covered, with appropriate depth in the topics discussed and an evident ability for balanced and critical reasoning, as well as effective public speaking. The Committee therefore finds the candidate to have good preparation, maturity, and aptitude.
- **Good:** The examination shows a solid and well-structured knowledge of the subjects covered, with clear and accurate articulation of the topics, supported by appropriate insights and relevant examples. The candidate demonstrates a strong capacity for critical thinking, coherence in argumentation, and an effective and confident communication style, particularly in public speaking. Overall, the performance reflects a well-rounded academic and cultural preparation, as well as

maturity and a clear aptitude for carrying out the responsibilities of the position at the ICE London FDI Desk.

- **Excellent:** The examination demonstrates an exceptional and comprehensive command of the subjects discussed, with the candidate displaying depth of analysis, original insight, and a high degree of clarity and precision in presenting complex topics. The discourse is logically structured, persuasive, and engaging, with outstanding public speaking skills and the ability to communicate effectively, even under pressure. The candidate shows remarkable critical thinking, cultural and academic preparation, and a high level of maturity and professional aptitude, clearly indicating strong potential for the role at the ICE London FDI Desk.

Requirements to GUARANTEE and CLARIFY at the time of application:

- Applicants must be eligible to work in the UNITED KINGDOM , the applicant must be a UK tax resident.
- The applicant must be able to show any current and valid passport or ID;
- A CV is required.
- A SELF-CERTIFICATION is required relating to the absence of any criminal convictions, as well as pending charges.
- They must provide a National Insurance Number.
- They must have an active UK Bank Account.

Salary:

- The basic gross salary is £ 95,000* per year. The *75% of the transport will be refunded (subject to deductions for tax).
- ITA may also pay in its absolute discretion a one-off bonus of up to £ 30,000 subject to the achievement of targets agreed in the contract.

The role is for a one-year contract, with the possibility of extension for an additional term of one year less one day (the 'Extended Term'), subject to approval by the ITA.

ATTENTION:

Upon being offered the position, you will be required to provide a Disclosure and Barring Service (DBS) certificate.

Please note that, once a candidate has been selected, ITA must request the Embassy to initiate a security clearance process, which may take approximately 45 days to complete.

The contract will be countersigned by the Head of Mission.

Instructions for candidature submission:

Send CVs and self-declarations **exclusively by e-mail** to **recruitmentlondon@ice.it** Attn. Dr. Giovanni Sacchi.

The closing date for applications is **Friday 25 July 2025 @ 23:59.**

Giovanni Sacchi
Direttore

