



ITALIAN TRADE AGENCY

Los Angeles Office  
June 21st, 2021  
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**JOB OPENING**  
**Market Analyst**  
**ITA Global Start-up Program, II Edition**  
**S. Francisco, July – December 2021**  
**Temporary Position**

The ITA - Italian Trade Agency is the Governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian businesses and particularly to small and medium sized ones.

Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

**The ITA – Los Angeles is currently recruiting a candidate for the Tutor position as part of the ITA Global Startup Program – II Edition – San Francisco.**

We are looking for a local person based in San Francisco who can support the implementation of the above mentioned program sponsored by the ITA Los Angeles office throughout the year 2021 and provided by a selected Accelerator in favour of n.6 (six) Italian startups.

The candidate will assist the startups and ITA to maximize the success of the program, in close collaboration with the accelerator, by facilitating the integration of the beneficiaries startups in the US cultural environment and providing advisory services on business development, investor relations, marketing, sales and networking tactics

The startups are already engaged, from June 1<sup>st</sup> to July 31<sup>st</sup>, in a virtual bridge-program, in preparation for the in-person acceleration program that will start in September (Sept 13<sup>th</sup> to Nov 5<sup>th</sup>)

The in-person acceleration program will consist of delivering a specific curriculum focused on entrepreneurship and business development to the startups over the course of 8 consecutive weeks inside the contracted accelerator. This will coincide with various pitching and networking events designed to help each startup reach their goals and objectives.

### **Key responsibilities**

In collaboration and synergy with ITA Los Angeles and the accelerator staff, specific activities will include the following:

1. Liaise between the accelerator hosting participating start-up companies and ITA.
2. Assist Italian start-up, as tutor, supporting their daily approach to the program, on basic skills at a tailor-made level in the above-mentioned areas, including the business development activities and the prospecting of potential investors, distributors, end clients and partners of the participating startups
3. Assist the startups in synthesizing their goals and objectives in order to help conceptualize a road map to their success during the in-person phase program.
4. Review, monitor and support training and other development actions carried out during both the 'pre-program' phase and the 'in-person' phase program.
5. Manage the preparation and the delivery of weekly reports containing performance indicators about the program and a final report about the progress and/or barriers each start-up has experienced during the bridge-program phase and the in-person program phase.
6. Collaborate in organizing events to include networking event design, inviting key players, making introductions, and generally helping the start-up to make their own key connections.
7. Support the ITA Los Angeles office in organizing site visits to relevant research centers, technology parks and company headquarters for appropriate startups to witness the best practices of regional centers of excellence.
8. Support the preparation of news and social media communication and support to media campaign related to the event.
9. Administrative assistance in connection with the project.





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### **Employment time frame and compensation**

**Time period:** July – December 2021.

**Hours of work:** 35 hours per week (9:00-1:00am / 2:00-5:00pm - Monday to Friday) either at the ITA or at the accelerator premises.

**Compensation:** USD 900,00 per week (gross salary). Transfer or parking expenses are not included.

### **Qualifications**

- Bachelor's degree in a subject related to this job profile
- Minimum of 2 years in a similar job position.
- Knowledge and interest in the startup community; work experience in an accelerator or startup strategy consultancy is preferred
- Knowledge and interest in providing market development, competitor analysis and opportunity analysis
  - Excellent conceptual and analytical skills, e.g., assessment of strategic market and business opportunities, structured thinking and problem solving
  - Excellent oral and written communication skills with an ability to network and interact effectively with clients
  - Ability to obtain information and to assemble and synthesize research from multiple sources in a clear, consistent, and understandable manner
- Knowledge of Italian language (fluent level).

### **Other**

- Current resident of the San Francisco Area
- USA Citizens or Permanent Residents only

### **Application**

Applications will be received at the ITA Los Angeles office **by June 28<sup>th</sup> 2021**, by email to [losangeles@ice.it](mailto:losangeles@ice.it)

For any questions or further inquiries please email the ITA Los Angeles office.

The position will be awarded based on competencies, an interview and the appropriateness of the salary request, within the above-mentioned limits.

