



ITALIAN TRADE AGENCY

Toronto

JOB OPENING

The Italian Trade Commission (aka ITA-Italian Trade Agency) is seeking applicants for an ASSISTANT MARKETING ANALYST post at its TORONTO OFFICE

The ITA is seeking a full-time Assistant Marketing Analyst at its Toronto office for an initial period of 6 months.

Duties & Responsibilities of the Assistant Marketing Analyst (AMA)

The AMA will assist Italian companies interested in entering the Canadian marketplace or strengthening their existing presence.

The position allows the successful candidate to enter a lively and dynamic work environment with ample opportunities to develop a range of professional skills through on-the-job training and work experience. Some structured training may also be provided.

The AMA will work under the supervision of experienced colleagues and the office's management.

The duties and responsibilities of the AMA are as follows.

- Assisting and promoting Italian companies in the Canadian market and occasionally assisting Canadian companies that want to do business with Italy through personalized services (information, marketing support and development of business networks or investments).
- Conceptualizing, designing, budgeting and organizing promotions planned in the ITA Agency's activity programmes or upon request by specific clients, with full or partial responsibility for the various organizational aspects of each project.
- Monitoring business opportunities through multi-channel databases and information tools, participation in webinars, conferences and networking events.
- Maintaining contacts with third parties and involved agencies, which may require calling prospective clients or suppliers involved in marketing campaigns.
- Carrying out office and administrative work such as requests for quotations, contracts or reports.
- Production of marketing and market analysis content and materials

Toronto office
480 University Avenue, suite 800
Toronto, Ontario, Canada M5G 1V2
T +1 416 598-1566
F +1 416 598-1610
E-mail: toronto@ice.it
www.ice.it

Montreal office
1000 rue Sherbrooke, bureau. 1720
Montréal, Québec, Canada H3A 3G4
T +1 514 284-0265
F +1 514 284-0362
E-mail: montreal@ice.it
www.ice.it

Certificate N. 38152/19/S
ISO 9001 / UNI EN ISO 9001:2015





ITALIAN TRADE AGENCY

- Updating databases and websites and implementation of multi-channel promotional campaigns, including through social media.
- Organization of business trips for delegates of Italian companies to Canada, as well as of Canadian business delegates to Italy.
- Traveling domestically and internationally, if required
- Other specific tasks assigned by the supervisors or the office's management.

Requirements and skills

Education

University Degree, preferably in a relevant discipline, such as Marketing, Business Administration, Communication, Political Science, Law or, Engineering.

Experience

A minimum of two years of professional experience gained in areas relevant to the position.

Languages

Proficiency in English. Italian will be considered as a plus.

Computer literacy

Proficient in MS Office (particularly Excel, Word, PowerPoint), Google Suite, Internet, Mass emailing and social media related to Marketing

Personal skills

Good analytical, problem solving, organizational, interpersonal and communication skills

Ability to work in a team and strong sense of priorities

Motivation to improve and develop professional skills

Meticulous work ethic with attention to detail

High sense of responsibility, rigour, reliability and confidentiality

Ability to plan, execute and report about medium-term work programs

Professional appearance and demeanour

All requirements must be met at the time of application.

Terms and conditions of employment

The position is full-time, 35 hours per week, Monday to Friday, in presence. The work location is the ITA office in Toronto, located at 480 University Ave., Suite 800.

Salary and compensation will be commensurate with experience and up to \$28.00 per hour with an end of contract bonus of up to a month's salary per year worked, depending on performance. An initial temporary contract will last for six months. The ITC might renew it or not, depending on performance





ITALIAN TRADE AGENCY

and availability of funds. This assignment does not constitute a basis for an open ended hire and is project based.

Candidates must already hold a valid work permit issued by Canadian authorities, i.e. be a Canadian citizen or have permanent resident status in Canada.

Selection procedure

Candidates possessing the education, experience, computer literacy and language requirements listed above will be required to undergo a written test and a practical test to ascertain computer skills. This test will be marked out of 50 points. A passing score of 30 points will be required to be admitted to the following oral test.

The oral test will consist of an interview to determine if the candidate meets the above requirements. This test will be marked out of 50 points.

The committee will establish the criteria for awarding points before the tests begin.

The tests will be held in person in the month of May 2023, barring any unforeseen circumstances, and the dates will be announced on ITC's website. Candidates earning an overall score of 60 points will be entered in a ranking which will remain open for a period of three years in case it is necessary to replace the selected candidate with another successful applicant.

ITA Agency reserves the right to cancel the selection process at any time and for any reason and not to hire any of the candidates invited to the tests if they are not considered qualified.

The members of the selection committee will be determined before the beginning of the written test and the relevant appointment document will be published on the above mentioned website.

Application Requirements

Applicants must collect in an unique single PDF file the following required documents and send it by email to toronto@ice.it.

- An up to date resumé (required)
- The attached questionnaire, duly filled out (required). Please note that answers can be provided directly within Indeed.com's application form in which case it is not necessary to return the questionnaire
- A signed cover letter explaining the candidate's suitability for the position and how they meet all required qualifications (optional)

These documents must be received by **May 16th, 2023**. Applications received after this date or lacking one of the three required documents will not be accepted.

The candidate who pass the selection must submit the following documents.





ITALIAN TRADE AGENCY

- Copy of a valid ID document (required)
- Copy of the degree diploma
- Copies of documentation proving:

 - Canadian citizenship or a valid and open-ended work permit for non-Canadian citizens
 - Fiscal residence in Canada
 - Clear criminal record certificate issued by the Canadian authorities and/or of the country of citizenship.

If a candidate is not able to provide all of the above-mentioned documents, his application will automatically become invalid.

About ITA

ITA 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 up to date organization and a widespread network of offices, ITA provides information, assistance, consulting, promotion, and training to Italian small and medium-sized businesses. Using the most modern multi-channel communication and promotion tools, ITA acts to assert the excellence of Made in Italy in the world. In addition to its headquarters in Rome, ITA operates worldwide through a large network of Trade Agencies Offices linked to Italian embassies and consulates, working closely with local authorities and companies. More information is available at www.ice.it.

All ITA staff are bound by the Code of Conduct published in the *Amministrazione Trasparente* section of the main web portal.

Equal opportunity

ITA does not discriminate on the grounds of age, sex, sexual orientation, marital status, disability, colour, race, religion, or country of origin in the application of its employment policies, including but not limited to recruitment, training, and promotion. Provided every requirement of education, skill, technical qualifications, and experience is met, the criterion for selection will be the ability to perform the job under the specified conditions of service. All personnel will be given equal opportunity, based on performances and competencies.

Toronto - Montreal, May 03, 2023

The Italian Trade Commissioner to Canada
Marco Saladini

A horizontal line with a green dot on the left and a red dot on the right.



ITALIAN TRADE AGENCY

Questionnaire - to be returned with the application, by the deadline, unless filled out online, if applying via Indeed.com or other platform where the questions below are found

* Are you authorized to work in Canada for any employer? YES ___ NO___

* Do you speak Italian? YES ___ NO___

* Do you speak English? YES ___ NO___

* How many years of work experience in marketing and/or communication do you have?
YEARS ___

* Can you come to work on a daily basis at our premises in downtown Toronto, Ontario? YES
___ NO___

* Do you hold a Bachelor's Degree or equivalent study title? YES ___ NO___

