

JOB ANNOUNCEMENT

ITALIAN WINE SPECIALIST- NEW YORK

The Italian Trade Agency in New York

The Italian Trade Agency (“ITA”) is a governmental entity with diplomatic status which promotes the internationalization of the Italian companies, in line with the strategies of the Ministry for Economic Development. ITA provides information, support and advice to Italian and foreign companies.

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 businesses. ITA provides a wide range of services overseas helping Italian and foreign businesses to connect with each other, as well as attracting Foreign Direct Investments to Italy.

The Food and Wine department, based in New York City, works on increasing awareness of Italian products in the U.S. by being the point of reference for trade and press and promotes wines through educational events, promotions and informational materials. Our government agency is presently developing a campaign to raise awareness of Italian wines in the USA to create a “high perception of” “Made in Italy” wines and drive stronger, more meaningful connections to associate Italian wine with a higher quality of lifestyle and social visibility.

Job description

The Italian Trade Promotion Agency (ITA) is currently seeking an **Italian Wine Specialist** to effectively support and increase sales opportunities for Italian wine producers, by elevating the image of Italian wines in the U.S. market in coordination with all activities organized by the ITC. The successful candidate will develop proposals to increase performance, coordinate public relations and B2B activity and act as a promoter for new business Italian trade relationships.

Responsibilities

Business Development

- Uphold and develop business opportunities between Italy and the U.S. wine market
- Support to all services offered by the ITC–Italian Wine Desk, Italian stakeholders and assigned communications agency to effectively oversee and articulate all campaign activities
- Cultivate and maintain relationships with influencers, industry experts, trade companies and wine industry associations
- Possess writing, tasting, and public speaking skills as an Italian wine consultant, expert, moderator and presenter of seminars and tastings for trade, media and consumers
- Represent Italian wine exclusively with the highest level of competency; articulate wine knowledge, geographic proficiency and present characteristics of DOC/DOCG during tastings

Marketing & Digital Platform Management

- Promote awareness of “Made in Italy” being synonymous with the highest quality, innovation and craftsmanship
- Provide support and information to Italian wine companies looking to enter the U.S. market or achieve commercial growth
- Run, organize and execute association programs and relationships, manage and administer the presentation and representation of the organization to the general public, trade organizations and members; plans and implements programs designed to create and maintain favorable public image
- Research and gather market studies and trend analysis of various market data from multiple sources, to be distributed to members’ community
- Proactively monitor competitive activity and drive opportunistic growth
- Market studies and trend analysis of competitors performance in the US market

Education and Events

- Organize and coordinate industry seminars, workshops and participation of associated companies in industry events, and tradeshows
- Plan and coordinate industry webinars

Desk Office Operations & Admin

- Provide strategic advice to companies and brands
- Prepare PowerPoint presentations to present updates and business data to leadership and participating members

4) REQUIREMENTS

Mandatory requirements :

- U.S. citizen or Green Card holder
- Bachelor’s degree required
- WSET or IWP/IWS Certification. Master of Wine (MW) or Master Sommelier (MS) preferred
- **5+ years** sales/managerial wine industry experience at the import/export, wholesale and retail tiers within the U.S. market
- Strong verbal and written communication skills (English)
- Italian fluency required (spoken-written)
- The jobholder of this position will have access to restricted and sensitive business information, therefore, the requirement for confidentiality on all matters that could be deemed sensitive is absolute
- Proficiency in Microsoft Office (PowerPoint, Word, Excel)

Candidates lacking the above requirements will not be considered for the selection.

Preferential requirements:

- Ability to think creatively and strategically. Creative self-starter; ability to work in fast-paced, entrepreneurial environment
- Strong interpersonal skills and possess a strong professional wine industry network (with key trade members media contacts nationwide) and ability to develop new relationships

- Project management experience. Flexibility of schedule is mandatory to travel extensively in the U.S. to promote and attend media, trade and consumer events
- Deep knowledge of the Italian wine industry;
- A relevant experience in a similar role in the private or public sector with a strong network in the sector;
- Outstanding communication skills, meticulous work ethic with attention to detail.

The candidate may be required to travel internationally if necessary.

Instructions for candidature submission

1. Send your CV ONLY BY EMAIL to: g.gatti@ice.it Attn. of: Gioia Gatti
2. Fill in the [online application form](#)

Deadline: March 13th, 2018 at 5.00 pm (EST).

ONLY those candidates fully meeting the above-listed mandatory requirements will be contacted for arranging an interview and a practical test. References shall be mentioned in the CV with full contacts. The selection will be held at Italian Trade Agency office in New York.

ITA does not sponsor ANY working visa!

ITA does not discriminate on the grounds of age, sex, sexual orientation, marital status, disability, color, race, religion or country of origin in the application of its employment policies, including but not limited to recruitment, training and promotion.

Providing every requirement of education, skill, technical qualifications and experience are met, the criterion for selection will be ability to perform the job under the specified conditions of service. All personnel will be given equal opportunity, based on performances and competencies.

IMPORTANT NOTICE

This selection could be suspended and/or cancelled at any moment and for any reason by the Italian Trade Agency in New York at its full discretion, without generating any moral or legal commitment towards the candidates, including those fully meeting the job requirements.

Best regards,

Maurizio Forte
Italian Trade Commissioner
(Signed in original)