

JOB ANNOUNCEMENT

BEAUTY MARKET SPECIALIST FOR BEAUTY MADE IN ITALY DESK – 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.

Job description

The Italian Trade Promotion Agency (ITA) is currently seeking a Beauty Market Specialist for the Beauty Made in Italy Desk operating at the Italian Trade Agency in New York.

The purpose of the role will be:

- to provide effective support and resources to Italian cosmetics companies looking to break into the US market or achieve commercial growth;
- to develop and foster partnerships with other trade agencies in the US and act as a liaison between the US and Italian cosmetics brands;
- to support and promote business opportunities between Italy and the US in the cosmetics market;
- to promote awareness of “Beauty Made in Italy” being synonymous with the highest quality, innovation and craftsmanship.

The ideal candidate will have a consolidated background in both the US beauty industry and economic development or international trade promotion fields, preferably with consistent professional experience both in the US and in Italy. He will also have deep understanding of how to launch and grow a cosmetics business in the US, the particularities of the US cosmetics market, a deep bench of resources and broad network to lean on in developing programs to support Italian beauty businesses, and familiarity with both digital and traditional marketing, branding, and media.

Responsibilities

ADVISORY / CONSULTING:

- **Brand / Company Review**
Upon request, screen companies new to US market: conduct a “diagnostic” on each brand/line and provide concrete feedback on the tools/processes the company may need to develop to be prepared for business in the US
- **US laws, regulations & requirements**
Provide information and resources to member companies seeking to understand the US market in areas pertaining to local trade policies, labeling, trademark, packaging, shipping/logistics, etc. through a robust webinar program
- **Provide the following information to member companies through educational programs and resource library tools:**
Information/resources on how to set up a US business
Retail and Distribution landscape - how the US operates differently
Labeling requirements
Compliance/US regulations
Cosmetics shipping and logistics
US invoicing, accounting

MARKET RESEARCH & INDUSTRY REPORTS:

- Research and compile list of industry business contacts (e.g. distributors, agents, retailers, buyers)
- Develop relationship with aforementioned contacts and establish the US Beauty Desk as a point of reference for all Italian cosmetics brands and manufacturers, including data and trend analysis so as to better guide the member firms
- Procure and distribute relevant market information (trends, trade news/stats...) and industry reports to members

WEBSITE:

- Website management including populating the framework with information, regulations, press clippings, and producing a quarterly Newsletter as well as assisting the Italian companies with their individual “catalog” pages

SOCIAL MEDIA:

- Responsible for maintaining the project’s social media channels (Instagram, YouTube, LinkedIn)

PARTNERSHIP:

- Outreach to US beauty retailers for potential retail partnerships, promoting targeted marketing programs and “Beauty Made in Italy” awareness

VENDOR SCREENING & REFERRALS:

- Create updated database of vetted industry vendors, including but not only, specialized logistic facilities, legal advisors, cosmetic labeling consultants, trade associations, staffing agencies, web developers, marketing and PR firms, etc.

ORGANIZATION OF MARKETING AND ADVERTISING CAMPAIGNS:

- Create and execute an aligned promotional plan. Coordinate and oversee advertising, marketing, and PR campaigns in national and regional publications (both print and online) for specific categories of cosmetics

EVENTS:

- Webinars - identify subject matter experts and organize webinars for participating companies, on specific topics of need for member companies
- Networking & industry events
- Organize and coordinate US promotional events
- Network and participate in industry events to establish recognition of Italian cosmetics companies
- Work in partnership with Italian Trade Commission and other US and Italian agencies to promote Italian cosmetics companies and the Beauty Made in Italy brand

Mandatory requirements

- **Bachelor's Degree** and/or advanced degree in marketing or business administration;
- **US passport** or **green card** holder;
- At least **10 years of experience** in the **US beauty sector** with a specialty in marketing, and/or **economic development**;
- At least **3 qualified references** from prior employers.

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

Preferential requirements

- Deep knowledge of the US beauty industry, as well as experience in working with Italian or European brands as they enter the US market;
- Relevant experience in a similar role in the private or public sector with a strong network in all categories of the beauty industry and its ancillary sectors;
- Experience in launching and growing a promotional brand such as Beauty Made in Italy to a complex retail market such as the US;
- Outstanding communication skills, meticulous work ethic, and attention to detail;
- Management and leadership experience with diverse teams of stakeholders in multiple locations, and diplomatic communication skills and influence ability;
- Strong ability to manage many projects at once, and create robust evaluation strategies for each initiative with shared KPIs and metrics to diverse stakeholder associations.

The candidate may be required to travel internationally if necessary.

Instructions for candidature submission

1. Send your CV ONLY BY EMAIL to: a.greco@ice.it Attn. of: Alessandro Greco
2. Fill in the online application form <https://goo.gl/forms/vVbYfasn364VBrG92>

Deadline: January 30th, 2019 at 12:00 pm (EST).

ONLY those candidates fully meeting the above-listed mandatory requirements will be contacted within the end of January 2019 for arranging an interview and a practical

test. References shall be mentioned in the CV with full contacts. The selection will be held at the Italian Trade Agency Office in New York.

ITA CANNOT SPONSOR ANY WORKING VISAS

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)