



ITALIAN TRADE AGENCY

ICE – Italian Trade Commission

Trade Promotion Section of the Consulate General of Italy

New York Office

JOB OPENING

Marketing Coordinator (JUNIOR ANALYST) FOR BEAUTY MADE IN ITALY DESK – NEW YORK

Summary

Launched in 2017, [Beauty Made in Italy](#) is a joint program of the Italian Trade Commission and Cosmetica Italia, that aims to promote the excellence, awareness, and availability of Italian beauty products and brands to the US market and consumer. This goal is realized by educating participating companies on the particularities of the US market, by hosting promotional events and initiatives, and by creating a shared, cohesive brand and message of Italian beauty to the American market.

Beauty Made in Italy serves as a launch pad for Italian brands entering the United States and is divided into three different tracks for companies based on their experience in the US market: a *Business Incubator* for companies who are not yet distributed in the US, designed to educate early-stage companies *Brand Accelerator* to guide larger, high-potential brands with existing US distribution and, an *Italian Beauty Council* made up of beauty industry leaders and heritage brands who want to help guide the conversation and narrative on Italian beauty. Through these divisions, the Beauty Made in Italy program provides participating Italian companies with various platforms and support to learn the unique aspects required to enter and navigate the US market.

Job description

The Italian Trade Promotion Agency (ITA) seeks a motivated Marketing Coordinator (Junior Analyst) for a 1-year Beauty Desk Promotion Project in order to support the Head of US Beauty Desk in New York office.

Ideal candidates will have 2-5+ years of experience in marketing or program management in the beauty industry with demonstrative skills in project management, digital marketing, social media, content creation, vendor/partner relationships, and operational support. Candidates with experience in global marketing or working with international markets are preferred.

Duties

During the 1-Year Beauty Desk Promotion Project, the candidate reports to the Head of US Beauty Desk and supports the Beauty Made in Italy program in all programmatic activities while being responsible for specific functions within the marketing and communications, promotional activities, and business support fields. This role will assist with the development, execution and tracking of a variety of marketing programs to support and drive initiatives for the program and our participating companies.

The Marketing Coordinator will also be responsible for managing partner/vendor relations, contracting procedures and bidding processes. At this regard, He/She reports to the Head of Division - Fashion and Beauty at the Italian Trade Commission.

The candidate may be required to travel in the US and internationally.



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Primary responsibilities

Marketing & Communications:

- Oversee Beauty Made in Italy social media marketing agency including agency development of editorial and content calendars; curation and creation of content including monthly mood boards and product shoots, influencer marketing, community management, and analytics; solicit samples for product shoots, and notify brands when their products are featured
- Liaise with Public Relations agency as needed, save and classify all PR clippings, update website and social media channels with clippings, and share with companies
- Manage monthly program newsletter including curating and/or creating content including industry articles, research reports, webinars, and news, as well as draft, launch and analyze performance
- Manage Beauty Made in Italy website including updating as necessary and monitoring performance and analytics, work with web development agency as needed
- Update/create marketing materials including presentation decks, flyers, brochures, etc. as needed
- Liaise with vendors, partners, and contractors in support of program work as needed

Promotional Activities:

- Aid in the development of promotional calendar of events, including Italian Beauty Council panel discussions, retail pop up events, sampling opportunities, media partner branded activations, and more as needed
- Support and participate in planning, launch, implementation, gift bag/sample solicitation, and analysis of promotional activities and events
- Spearhead bidding process for partner/vendor work, manage vendor relationships, and liaise with vendors as needed

Business Support:

- Manage intake of all new companies, updating databases and website with company creative assets and copy, as well as manage product inventory,
- Liaise with companies sharing program news, solicitations, promotional opportunities, asset needs and more
- Coordinate brand review process including organizing brand review sessions, liaising with brand review board, event planning & management, and drafting of brand analysis reports with input/oversight from Head of US Beauty Desk
- Organize and coordinate educational webinars and liaise with potential speakers, collect and distribute materials electronically, invite participating companies, follow up with surveys



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- Aggregate market research, industry resources, news and articles as necessary to share with participating companies in private area of website and monthly newsletters
- Keep abreast of Italian Trade Commission bidding processes and procedures, manage vendor album, solicitation, contracting and invoicing for Beauty Made in Italy projects
- Support Head of US Beauty Desk and team with scheduling as needed

Work location

Italian Trade Commission, New York Office
33 East 67th Street – New York City, NY 10065

Requirements

- Bachelor's Degree
- At least 2 years working experience in marketing in the beauty industry
- Experienced in digital marketing with proven records
- US citizens or green card holders
- Proficient in English

ITA does not sponsor a working visa

Candidates lacking even one of the above listed requirements will not be considered.

Moreover, preference will be given to candidates with the additional skills and qualifications:

- Fluency in Italian preferred
- Experience in global marketing or working with international markets strongly preferred
- proven track record of driving program and brand growth through social media platforms, paid advertising and search, and more
- Strong interpersonal and communication skills both written and verbal, must be comfortable liaising with many international companies and partners
- Demonstrated leadership abilities and experience working with different cultures - dynamic, flexible, collaborative, positive attitude and great team spirit
- Ambitious self-starter, ability to take a project and run with it to completion with minimal supervision, excellent project management skills, and familiarity with bidding processes and procedures
- Resourceful and proactive, with the ability to identify issues/problems and solve them directly, with high attention to the smallest of details
- Prioritize projects and manage time efficiently, with ability to work in a fast-paced entrepreneurial environment



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Salary and Compensation

Compensation will be **\$60,000 yearly**. Due to the fiscal status of Italian Trade Agency in the US, the candidate shall be solely and fully responsible for taxes and all related fiscal requirements requested by US laws, both at federal level and state level.

Healthcare and benefits are not provided

Term

The contract will be for 1 year, may be extended for another year (subject to conditions).

Italian Trade Agency

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.

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.

Application Process

Documents submission:

1. Interested candidates may submit **CV**, **ONLY BY EMAIL**, to: p.guida@ice.it Attn. Paola Guida specifying in the subject line: **“Beauty Desk Marketing Coordinator (Junior Analyst) Position”** along with the following documents:
 - copy of bachelor’s degree certificate
 - copy of US passport or green card;
 - any other document useful to assess previous experience or qualifications
2. Fill out the [online application form](#)

Deadline: January 24th , 2020 at 12:00 pm (EST).



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Selection procedure

ITA will acknowledge receipt of all applications, but only **candidates who meet the above-listed requirements will be invited by January 28th, 2020 for the selection procedure.**

The Selection procedure will include a practical test and Interview on February 7th, 2020.
at Italian Trade Agency, New York Office.

The practical test is aimed to ascertain IT skills.

The interview, conducted either in Italian or English, will focus on skills, qualifications, motivation and strength of reasoning.

The job position will then be offered to the selected candidate.

IMPORTANT NOTICE

This selection could be suspended and/or cancelled at any moment and for any reason or no reason by ITA at its sole discretion, without creating any obligation and/or expectation or reliance on the part of eligible candidates.