

New York, November 5th, 2021

JOB OPENING FOOD & WINE MARKET ANALYST

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. The ITA provides information, support, and advice to Italian and foreign companies. In addition to its headquarters in Rome, the ITA operates worldwide through a large network of Trade Agency Offices linked to Italian Embassies and Consulates and works closely with local authorities and businesses. The ITA provides a wide range of services overseas helping Italian and foreign businesses to connect with each other by:

- Identification of possible business partners
- Bilateral trade meetings with Italian companies
- Trade delegation visits to Italy
- Official participation in local fairs and exhibitions.
- Forums and seminars with Italian experts

The New York office of the Italian Trade Agency is seeking one full-time **Food and Wine Market Analyst**.

The ideal candidate should have the following qualifications:

- A Bachelors Degree in Economics, Business Administration, Marketing and/or Communication;
- Experience in the Food and Wine trade industries in the International and US markets;
- Understanding of the food and beverage retail products distribution channels;

- A wide network of contacts in the American food, wine, and spirits industries.

Duties

The candidate must:

- Oversee and study the US market and its trends within the food and beverage sectors and create marketing strategies to promote Italian products;
- Plan, coordinate and take part in promotional activities, such as trade shows, exhibitions, conferences, retail partnerships, and advertisement campaigns;
- Conduct market analysis and research projects of the food and wine industries;
- Coordinate negotiations with potential partners and draft related documents and contracts;
- Plan and coordinate communication and PR campaigns, oversee social media marketing campaigns
- Perform administrative tasks, as well as communication tasks and regularly report project activities to the ITA Rome headquarters;
- Conduct budget planning, budget administration, and accounting reporting;
- Maintain relationships with US Trade and Press, and expand the network of influence within the sectors;
- Source and assist Italian companies planning to penetrate the US market, as well as US companies interested in Italian products/companies/ investments;
- Work under the supervision of the Head of the ITA Food and Wine sector.

The candidate should be ready to travel in the US and internationally when required.

Work location

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

Requirements

- A minimum of 3 years of proven experience in the US FOOD & WINE sectors in the US (Experience in sales, retail, or food service will not be considered);
- Name, contact number, and email of the most recent supervisors in the US firm in the food and wine sectors;
- Bachelor's Degree and /or MBA in Economics, Business Administration, Marketing and/or Communication;
- Residency in the US;
- US citizens or green card holders;
- Fluency in spoken and written English and Italian;
- Proficiency in Microsoft Office (PowerPoint, Word, Excel).

All employees are required to wear a mask, practice social distancing, adhere to our COVID-19 vaccination policy, and/or sanitize work areas and common areas. The



selected candidate will be requested to show proof of COVID-19 vaccination, or have a valid religious or medical reason not to be vaccinated.

The 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:

- Long-term experience and proven knowledge and understanding of the Italian food, wine, and spirits industries, and distribution channels;
- Professional understanding of social platforms including, but not limited to, Facebook, Twitter, Instagram, etc.;
- Proven ability to work with the technical subject matter and adapt to a variety of audiences (private, trade, or institutional);
- Excellent interpersonal and communicational skills;
- Project management skills coupled with high attention to detail and superior multitasking abilities.

Salary and Compensation

Compensation will be **\$54,600 yearly**.

Due to the status of the Italian Trade Agency in the US, the candidate shall be fully responsible for all tax requirements under the US laws, whether at the federal, state, or local level.

Medical dental and vision insurance coverage will be offered, a yearly bonus could be possibly awarded, and 20 days of vacation per year be granted.

Italian Trade Agency

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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 the ability to perform the job under the specified



conditions of service. All personnel will be given equal opportunity, based on performances and competencies.

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Application Process

Documents submission:

1. Interested candidates **must submit their resume, ONLY BY EMAIL, to: g.mafodda@ice.it Attn. Giovanni Mafodda** specifying in the subject line: **“Food and Wine Market Analyst Position”** along with the following documents:
 - copy of Degree/Certificate;
 - copy of US Passport or Green Card;
 - any other document useful to assess previous experience or qualifications (ex. writing samples/letter(s) of recommendation)
2. Fill out the [Online Registration](#)

Deadline: November 22nd, 2021 at 1:00 pm (EST).

Selection procedure

The ITA will acknowledge receipt of all applications, but only **candidates who meet the above-listed requirements will be invited by November 24th, 2021 to move forward in the selection process.** Please note that the selection process includes the passing of a written test:

1. **Written test** in English and Italian on the following subjects: International Marketing and Communication (**November 30th, 2021**)
The candidates may score **up to 50 points** and must score **at least 35 points** to be admitted to the Practical test.
The written test is aimed to ascertain relevant knowledge of International Marketing and Communication and assess the candidate’s strength of reasoning.
2. **Practical test and Interview in English and Italian (December 7th, 2021)**.
The candidates may score **up to 50 points**. The practical test is aimed to ascertain IT skills (**up to 15 points**). The interview, conducted either in English or Italian, will focus on skills, qualifications, motivation, and strength of reasoning (**up to 35 points**).

After testing, each candidate will be ranked on a **100 points scale**.

Only candidates who scored at least 70 (out of 100 points) will become eligible and shortlisted.

The position will be offered to the eligible candidate with the highest score unless he/she intends to withdraw, resign, or ITA finds later that he/she lacks the eligibility requirements: in



such a case, the position will be offered to the next ranked eligible applicants, according to a list that will remain valid for 6 months. The list will be published on the ITA website.

IMPORTANT NOTICE

This selection could be suspended and/or canceled 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.

