

Houston, 11.08.2019  
Prot. 0117321/19

## **JOB ANNOUNCEMENT**

### **Marketing Specialist for Jewelry Promotional Projects**

#### **Italian Trade Agency – Houston Office**

#### **Job description**

The Italian Trade Agency (ITA) – Houston Office is seeking n. 1 Marketing Specialist for Jewelry Promotional Projects.

The candidate shall support the Promotional Marketing Officer in charge of the Jewelry sector in the following activities:

- Organization of promotional activities such as trade show pavilions exhibition conferences retail partnership and advertisement campaigns
- Negotiations with potential retail partners and drafting related documents
- Production of events, media relations and PR agency
- Social media communication
- Budget supervision and accounting reporting
- Market analyses, research projects and monitoring of the jewelry sector
- Assistance to Italian jewelry companies willing to establish and/or strengthen their business in US
- Carry out any assigned administrative task required to prepare the ground for the above mentioned activities

#### **Mandatory requirements**

- Bachelor's degree in Economics, Business Administration, Marketing or Arts- Humanities- Communication-Design
- US citizen or Green Card holders
- Proficient in English and fluent in Italian (spoken and written)
- Proficient in Microsoft Office (Excel, Power Point, Word)

Candidates that will not meet even one of the above listed requirements will not be considered

#### **Preferential requirements**

- Background in Marketing
- Previous experience to devise and implement a strategy for marketing and communication about jewelry/fashion content



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- Professional understanding of social platforms including but not limited to Instagram, Twitter, Facebook, etc.
- Skillful use of application such as MS office, internet, email , google suite
- Good organizational skills
- Project management skills coupled with a high attention to detail and superior multi tasking ability
- Excellent interpersonal and communication skills

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

#### Compensation

ITA will offer to the successful candidate a monthly compensation which will be in the range \$3,200-\$ 3,500, based on applicant's experience. 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.

#### Term

The contract will be for 1 year.

#### Application Process

##### Instructions for candidature submission

- Interested candidates may submit **CV** only by email to: [houston@ice.it](mailto:houston@ice.it) Attn. Cettina Caudill. The email should be specifying in the subject line: **Marketing Specialist for Jewelry Promotional Projects**
- Fill out the [online application form](#)

**Deadline: November 22<sup>nd</sup> 2019 at 4.00pm (CST)**

**Only those candidates who will be fully meeting the above listed requirements will be considered for the selection and contacted by November 26<sup>th</sup> 2019**

The candidates who will be invited for the selection will be asked to provide:

- Copy of bachelor's degree certificate
- Copy of US passport or green card
- Any other document useful to assess previous experiences or qualifications .

## Selection procedure

Please note that the application process involves **skill testing** as follow:

1. **Written test** in English and Italian on Marketing/International Economy with reference to Jewelry/Luxury sector (**December, 3<sup>rd</sup> 2019**)

The candidate 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 marketing/International Economy and assess the candidate strength of reasoning.

2. **Practical test and Interview in English and Italian (December 9<sup>th</sup> 2019)**

The practical test is aimed to ascertain IT skills (**up to 15 points**). The interview, conducted either in Italian or English, 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 points(out of 100 points) will become eligible and shortlisted.**

The job position will then be offered only to the eligible candidate with the **highest score**. The list will be published on the ITA website.

The recruitment is subject to a no-objection statement from the Italian Embassy in US. After final selection of candidates, the contract will be awarded and become effective upon only receiving such official statement.

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## The Italian Trade Agency

The Italian Trade Agency (ITA) is the government organization that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information assistance consulting promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

The **Italian Trade Agency – Houston Office** is in charge to promote Italian Jewelry in US. It has developed “The Extraordinary Italian Jewelry” project (teijewelry.com) whose aim is to open new opportunities for Italian companies and develop the awareness of the Extraordinary Italian Jewelry through different channels.