



ITALIAN TRADE AGENCY

ICE - Italian Trade Commission

Trade Promotion Section of the Italian Embassy

Chicago Office

Assistant Marketing Specialist for ITA Automotive Sector

The Italian Trade Agency- Chicago office, is seeking to fill a temporary position for an Assistant Marketing Specialist in the automotive sector to support the new Mobil-Italy project.

Mobil-Italy is an initiative designed to support smart and innovative mobility solutions from Italy in the US by connecting market-makers, academia, business, government, and associations. Under this guise, ITA aims to create an online platform to promote the best of Made in Italy dedicated to the mobility sector and to strengthen its program of events and visits. The successful candidate would work with the trade analyst in charge of the automotive sector to launch and grow the Mobil-Italy project, both on line and off line.

Job Description

Assist the lead Trade Analyst responsible for the automotive sector in the USA through the following tasks.

- Assist with planning, budgeting and implementation of trade shows and delegation visits, which may include travel on occasion
- Coordinate with colleagues in the development and execution of marketing and advertising campaigns, including digital media
- Assist with website development for the Mobil-Italy project showcasing the best of Italian automotive manufacturing
- Manage and update the statistical and contact information databases
- Provide assistance to Italian companies interested in pursuing business opportunities in the USA, including researching about and communicating with their potential partners (via both emails and phone calls), conducting market researches and competitor and client surveys
- Provide assistance to USA companies requesting information about Italian automotive manufacturers
- Design and compile slides presentations and marketing briefings on the automotive sector
- Assist in contacting external counterparts including service providers and responding to their inquiries
- Carry out administrative procedures related to assigned tasks
- Monitor and report on activities carried out
- Carry out all other tasks assigned by the Trade Commissioner and/or Trade Analyst.

Qualifications and experience

- Bachelor's degree or Masters (preferred) in Marketing, Engineering or similar subject and 4 or more years of experience in a field related to the position
- 2 or more years of experience in web design and web management
- Self-starter attitude, to complement training on the job by colleagues
- Orientation to detail and client service

- Excellent organizational and communication skills, written and oral
- Skillful use of MS Office, Internet search engines, email and database software
- Knowledge of written and spoken Italian is a plus

Duration of contract, compensation and hours

An initial 12 month contract will be offered, with a 3 month probation period and the possibility of a renewal based on performance.

Compensation will be in the range of \$3,800 - \$4,200 per month inclusive of tax based on experience.

No health insurance will be provided.

The job is full time (35 hours per week).

Employment Status

Applicants must be legally authorized to work in the USA. The Italian Trade Agency will not sponsor any foreign employees.

What is ITA?

The Italian Trade Agency is the government organization 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 Rome headquarters the ITA operates worldwide from a large network of 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:

- identification of possible business partners
- bilateral trade meetings with Italian companies
- trade delegation visits to Italy
- official participation in trade shows, including exhibitions and conferences
- seminars with Italian experts.

ITA Chicago office specializes in machinery, automotive, major food retailers, private label sector and publishing, among other sectors. More information on the Italian Trade Agency activities in the USA is available at <https://www.ice.it/en/>

Inquiry Submission Particulars

Applicants are encouraged to submit their application through Indeed at the page:

<https://www.indeed.com/job/assistant-marketing-specialist-ita-automotive-sector-d8909d6fb23d989b>

Applications and other inquiries may also be submitted via email to chicago@ice.it specifying in the subject line Automotive Marketing Assistant Position.

The deadline to apply is August 10, 2021. Interviews will be conducted shortly thereafter.