



ITALIAN TRADE AGENCY

Toronto

JOB OPENING

The Italian Trade Commission (aka ITA-Italian Trade Agency) is seeking applicants for an ASSISTANT MARKETING ANALYST post at its TORONTO OFFICE

The ITA is seeking a full-time Assistant Marketing Analyst on a permanent basis at its Toronto office.

Duties & Responsibilities of the Assistant Marketing Analyst (AMA)

The AMA will assist Italian companies interested in entering the Canadian marketplace or strengthening their existing presence.

The position allows the successful candidate to enter a lively and dynamic work environment with ample opportunities to develop a range of professional skills through on-the-job training and work experience.

The AMA will be hired at the entry level of the relevant professional profile, under the supervision of experienced colleagues and the office's management. Agri-food products will be the target sector in the first years of work.

The duties and responsibilities of the AMA are as follows.

- Assisting and promoting Italian companies in the Canadian market and, occasionally, assisting Canadian companies that want to do business with Italy through personalized services (information, marketing support and development of business networks or investments).
- Conceptualizing, designing, budgeting and organizing promotions planned in the ITA Agency's activity programmes or upon request by specific clients, with full or partial responsibility for the various organizational aspects of each project.
- Monitoring business opportunities through multi-channel databases and information tools, participation in webinars, conferences, and networking events.
- Maintaining useful contacts with third parties and involved agencies.
- Office and administrative work (request for quotations, contracts, drafting of reports).
- Production of marketing and market analysis content and materials

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Certificate N. 38152/19/S
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- Updating databases, websites and implementation of multi-channel promotional campaigns, including social media.
- Organization of business trips for delegates of Italian companies to Canada, as well as of Canadian business delegates to Italy.
- Traveling domestically and internationally, as required
- Other specific tasks assigned by the supervisors.

Requirements and skills

Education

University Degree, preferably in a relevant discipline, such as Marketing, Business Administration, Communication, Political Science, Law, Engineering.

Experience

A minimum of two years of professional experience gained in areas relevant to the position.

Languages

Proficiency in English and Italian; proficiency in French will be considered an asset

Computer literacy

Proficient in MS Office (particularly Excel, Word, PowerPoint), Google Suite, Internet, Mass emailing and social media related to Marketing

Personal skills

Analytical skills, problem solving, organizational, interpersonal, communication skills

Ability to work in a team and strong sense for priorities

Motivation to improve and develop professional skills

Meticulous work ethic with attention to detail

High sense of responsibility, rigour, reliability and confidentiality

Ability to plan, execute and report on medium-term work programs

Professional appearance and demeanour

All requirements must be met at the time of application.

Terms and conditions of employment

The position is open-ended, full-time, 35 hours per week, Monday to Friday, in presence. The work location is the ITA office in Toronto, located at 480 University Ave., Suite 800.

Candidates must already hold a valid work permit issued by Canadian authorities, i.e. be a Canadian citizen or have permanent resident status in Canada.



Selection procedure

Selected candidates will undergo a written test and oral and practical tests. The tests will be held in person in the months of April or May, unless there are exceptional circumstances, and the dates will be announced on our website <https://www.ice.it/en/markets/canada/job-announcements> and via e-mail.

The selected candidates will be required to undergo the following tests: a written test, an oral test and a practical test to ascertain computer skills (listed above). This test will be marked out of 50 points.

The oral test consists of an interview to determine if the candidate meets the above requirements. This test is scored out of 50 points.

A passing score of 40 points is a prerequisite to be admitted to the following oral test.

The committee establishes the criteria for awarding points before the test begins.

The overall ranking by merit among the applicants who pass all tests will remain open for a period of three years in case it is necessary to replace the selected candidate with another successful applicant. ITA Agency reserves the right to cancel the selection process at any time and for any reason and not to hire any of the candidates invited to the tests if they are not considered qualified.

The members of the selection committee will be determined before the beginning of the written test and the relevant appointment document will be published on the above mentioned website.

Salary and Compensation

Salary and compensation will be commensurate with experience and up to a maximum of 5,137.00 cad per month, with two discretionary bonuses, one equal to one month's salary and the other one based on performance.

A group insurance plan is offered. RRSP contribution will be provided, subject to Income Tax Act maximums.

Training will take place both on the job and through formal courses.

The AMA will have 16 days of annual vacation after 1 year's continuous service, 21 days after 5 years' continuous service and 26 days after 10 years' continuous service.

Application Requirements

Applicants must collect in a unique single PDF file the following required documents and send it by email to toronto@ice.it.

- An up to date resumé (required)
- The attached questionnaire, duly filled out (required). Please note that answers can be provided directly within Indeed.com's application form in which case it is not necessary to return the questionnaire
- A signed cover letter explaining the candidate's suitability for the position and how they meet all required qualifications (optional)

These documents must be received by **April 26, 2022**. Applications received after this date or lacking one of the three required documents will not be accepted.



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Candidates who pass the written test must submit the following documents.

- A copy of a valid ID document (required)
- Copy of the degree diploma
- Copies of documentation proving
- Canadian citizenship or a valid and open-ended work permit for non-Canadian citizens
- Fiscal residence in Canada
- Clear criminal record certificate issued by the Canadian authorities and/or of the country of citizenship.

If the candidate is not able to provide all of the above-mentioned documents, the application will be automatically refused.

About ITA

ITA is the Governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy.

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

All ITA staff are bound by the Code of Conduct published in the *Amministrazione Trasparente* section of the main web portal.

Equal opportunity

ITA does not discriminate on the grounds of age, sex, sexual orientation, marital status, disability, colour, race, religion, or country of origin in the application of its employment policies, including but not limited to recruitment, training, and promotion. Provided every requirement of education, skill, technical qualifications, and experience is 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.

Toronto - Montreal, April 6, 2022

The Italian Trade Commissioner to Canada
Marco Saladini





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Questionnaire - to be returned with the application, by the deadline, unless filled out online, if applying via Indeed.com or other platform where the questions below are found

- * Are you authorized to work in Canada for any employer? YES __ NO__
- * Do you speak Italian? YES __ NO__
- * Do you speak English? YES __ NO__
- * Do you speak French? YES __ NO__
- * How many years of work experience in marketing and/or communication do you have?
YEARS __
- * Can you come to work on a daily basis at our premises in downtown Toronto, Ontario?
- * Do you hold a Bachelor's Degree or equivalent study title? YES __ NO__

