

## JOB OPENING

### **The Italian Trade Commission (ITC) is seeking applicants for an Project Marketing Specialist (PMS) position, in charge of the Machines Italia project at its Toronto Office**

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The Project Marketing Specialist will work at the Italian Trade Commission (ITC)'s premises in Toronto, under the supervision of the Trade Analyst in charge of the Machines Italia project and of the Director of the Canadian offices (the Trade Commissioner) and in collaboration with other ITC's offices in North America.

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

**Summary of the position** - see below for details

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- => Project based - see [www.machinesitalia.org](http://www.machinesitalia.org) for a snapshot of themes and events
  - => Visa status - already obtained, the ITA will not sponsor immigrants
  - => Focus - marketing, communication, event organization
  - => Level - Entry, 2 years of experience required
  - => Education - University degree required
  - => Languages - Proficiency in English, advanced French, Italian is a plus
  - => Salary - up to 4,700 CAD
  - => Contract duration - 1 year with a possibility of renewal and 3 months' probation

### **Duties & Responsibilities**

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As part of the temporary contract, the activities and responsibilities for the position, shall be (but not limited to) the following.

- Assist with planning, budgeting and implementation of trade shows and delegations' missions, which may include travel to locations in Italy or Canada
- Coordinate with colleagues in the development and execution of marketing and advertising campaigns, including on social media
- Manage and update the statistical and contact information database for the Project
- Provide assistance to Italian companies interested in pursuing business opportunities in CANADA, including researching and communicating with potential partners (via multiple channels, including emails and phone calls)
- Assist Canadian companies requesting information on Italian machinery manufacturers
- Design and compile slides, presentations and marketing material on the sectors covered by the Project
- Research, communicate and engage potential leads and partners on behalf of Italian companies or the ITC
- Assist in contacting external counterparts including service providers and responding to their inquiries
- Take care of 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 the Trade Analysts, including general office and administrative work in connection with the organization of promotional activities and events.

The Project Marketing Specialist may be required to travel to several destinations within Canada.

## **Requirements**

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### *Education*

- University degree (Marketing, Engineering, Business, Communications, Economics, Political Science or other relevant major); a Master's degree will constitute an asset

### *Language*

- Proficiency in English, advanced French.
- Knowledge of Italian (reading, writing, comprehension and speaking) is an asset.

### *Experience*

- A minimum of three years' experience in marketing and/or communication and/or project management

### *Additional skills and requirements*

- Understanding of technology, engineering and manufacturing
- Self-starter attitude, to complement on the job training by colleagues
- Skillful use of MS Office, Internet search engines, email and database software, social media for marketing purposes
- Excellent organizational, interpersonal and communication skills
- Meticulous work ethic with attention to detail and client service
- Proficiency in MS Office (particularly Excel, Word, PowerPoint), internet, email and database software.
- Experience with graphic and media software an asset
- Proven ability to plan, execute and report medium term work programs
- Professional appearance and demeanor.

## **Conditions of Employment**

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- Applicants must be legally authorized to work in Canada, i.e. be a Canadian citizen or have Permanent Residency status in Canada. The Italian Trade Commission will not sponsor any employees directly or indirectly
- The contract will be administered by a staffing agency but the PMS will report to ITC's Trade Analysts in Toronto and Montréal and, for specific tasks, to the Trade Commissioner in Toronto

## **Salary and Compensation**

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The position is temporary and full-time, i.e. 35 hours a week in presence, at ITC's office in Toronto. Salary and compensation will be commensurate with experience and up to \$4,700 cad per month, with an end of contract bonus of up to a month's salary per year worked, depending on performance. No private health insurance is being offered. 15 days vacations, 15 paid sick days and mandatory EI contributions

The first temporary contract will last for 12 months from the date of hiring. The ITC might renew it or not, depending on performance and availability of funds. This assignment does not constitute a basis for an open ended hire and it's project based.

## **Application Requirements**

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To be considered for an interview, applicants must submit the following documents.

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

Prior to finalizing the hiring process, successful applicants will have to submit or show the following documents.

- A copy of the degree diploma
- Copies of documentation proving
  - citizenships (for each possessed)
  - fiscal residency in Canada
  - eligibility to work in Canada (a valid and open ended work permit for non-Canadian citizens or proof of Canadian citizenship)
  - clean Canadian criminal record certificate
  - in case of other citizenship(s), a clean criminal record certificate issued by each country of citizenship
- A copy of a valid ID document

All of the above documents will be part of the official record about the hiring of the successful candidate.

## **Application Submission**

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Applications will need to be submitted in attachment to an e-mail to: [toronto@ice.it](mailto:toronto@ice.it) with the job description "Project Marketing Specialist - Machines Italia project" included in the subject field, or through the online application submission services of the job search databases where this notice appears and received by the ITC by **April 28, 2022**.

## **Selection Procedure**

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**Only candidates who meet the requirements will be invited to move forward in the selection process.** The selected candidates will be convened for one or two sessions, at the ITC's premises in Toronto, located at 480 University Avenue, Suite 800, Toronto, ON, M5G 1V2 consisting in a few written tests and an interview. The Italian Trade Commission does not reimburse any travel or relocation costs related to this selection process and the subsequent assignment.

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

## **Personal Data Treatment and Confidentiality**

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The information applicants provide is viewed by staff responsible for the recruitment process only. Such information will be treated as confidential and only authorized persons involved in the recruiting process will be able to access data strictly for recruitment purposes. All personal data will be retained for a maximum period of 10 years from the last contact with the candidate. Candidates have a right of access, of rectification or of deletion of their personal data.

Applicants acknowledge and agree that the information may be accessed by persons involved in the recruiting process and that they might have provided some sensitive information in accordance with local laws. All information collected may be subjected to digital processing.

### ***About The Machines Italia Project***

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The objective of the Project, which is an integrated branding, marketing, communications, PR campaign, is to promote Italian manufacturing technology in Canada and North America. It has been launched 20 years ago after a market survey identified a gap between Italy's ranking among the top 5 world largest producers and exporters of technology and the relative lack of awareness and perception of Italy as a technology solution provider among C-level executives working in the manufacturing industry in Canada, USA and Mexico. The project targets 16 main industries thanks also to partnerships with relevant Italian machinery and technology manufacturers associations: agriculture & farm machinery, ceramics machinery & equipment, earthmoving machinery, fluid power equipment & components, food technology machinery, footwear, leather goods & tanning machinery, foundry & metallurgical machinery, glass making & processing machinery, marble & stone machinery, metalworking machinery, packaging machinery, plastics & rubber processing machinery, power and motion transmission systems, printing, graphic & converting machinery, textile machinery and wood-working machinery.

The Project's main communication outlets are the web site [www.machinesitalia.org](http://www.machinesitalia.org), quarterly e-newsletters (both in Italian and English), an annual magazine, as well as social media channels and ad hoc campaigns. The Project relies on and ties into existing ITA promotional initiatives in the 16 target sectors such as participation at trade shows, incoming and outgoing delegations, workshops, webinars and presentations, and provides visibility and mediatic coverage. It also enhances ITA's capability to assist companies with customized marketing support services.

### ***About The Italian Trade Commission***

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ITC - Italian Trade Commission 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 modern organization and a widespread network of overseas offices, ITC 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. In addition to its headquarters in Rome, ITC operates worldwide through a large network of Trade Agencies Offices linked to Italian embassies and consulates, working closely with local authorities and businesses.

More information is available at [www.machinesitalia.org](http://www.machinesitalia.org), [www.ice.it](http://www.ice.it) and at [www.ice.it/en/markets/canada](http://www.ice.it/en/markets/canada). All ITC's staff is bound by the Code of conduct published in the *Amministrazione trasparente* section of the main web portal.

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*ITC 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.*  
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Toronto, April 13, 2022

**Questionnaire - to be mandatorily returned with the application, by the deadline, unless filled out online, if applying via a 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\_\_\_