



ITALIAN TRADE AGENCY

Seoul Office

JOB ANNOUNCEMENT

PROJECT MANAGER HIGH STREET ITALIA - SEOUL

Introduction

Italian Trade Agency

The Italian Trade Agency (“ITA”) is a governmental entity with diplomatic status which promotes the internationalization of the Italian companies and the Made in Italy abroad, in line with the strategies of the Ministry of Foreign Affairs of Italy. ITA provides information, support and advice to Italian and foreign companies.

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 businesses. ITA provides a wide range of services overseas helping Italian and foreign businesses to connect with each other, as well as attracting Foreign Direct Investments to Italy.

High Street Italia

High Street Italia is a special project started in December 2019 and uniquely dedicated by ITA to Korean market.

High Street Italia is a five-stories building located in Garosu-gil, Gangnam, a prominent area for shopping in Seoul. Its mission is to create a unique platform for promoting Italy and Made in Italy products among Korean people.

High Street Italia is a multifunctional venue, hosting a showroom at 1st and 2nd floors, open to the public, with temporary pop-up stores made available for Italian brands to showcase and sell their products. In addition, High Street Italia hosts multifunctional spaces in the 3rd, 4th and 5th floors used by ITA itself as well as by other Italian institutions in Korea (Embassy, Italian Culture Institute, ENIT, Italy-Korea Chamber of Commerce, etc.) and Italian companies for holding events, exhibitions, seminars, workshops of any kind.

More information on High Street Italia are available visiting its website: <https://highstreetitalia.com/> or Instagram page https://www.instagram.com/highstreet_italia/



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Job description

The Italian Trade Agency – Seoul Office (ITA Seoul) is currently seeking a Project Manager for High Street Italia, the showroom of Made in Italy in Seoul.

The main content of this job position is to support ITA Seoul in the overall management of High Street Italia Project.

The ideal candidate should be an operational driven, creatively resourceful individual with both significant experience and solid skills and attitude in the field of exhibition venues and/or store management as well as strong marketing/PR skills.

Duties

During the 1-Year Project term, the candidate must support ITA Seoul in managing the complexity of the project and the venue in all its functions and activities.

She/He will also be required to perform some administrative tasks, as well as communication tasks and regular reporting process.

Operations management

- Coordination of all suppliers responsible for venue management and operations, including daily operations supervision.
- Planning, coordination, and supervision of Made in Italy showroom (1st and 2nd floor), ensuring daily interaction with sales staff, vendors, technical and logistic suppliers.

Events planning and organization support

- Coordinate all events to be held at High Street Italia, including management and supervision of the reservation process.
- Planning and monitoring events held at High Street Italia, interacting with ITA Seoul staff as well as with third-party organizers, including regular calendar updating.
- Support ITA Seoul staff in all the logistic and operation issues connected with the organization of ITA promotional events at the High Street Italia premises.

Marketing and promotion activities

- Supervising all communication activities aimed at promoting High Street Italia, through social and digital media as well as through proactive public relations.
- Proactively propose and promote online and offline marketing activities aimed at attracting more visitors and increasing sales of Italian products in the showroom, coordinating, and monitoring the in-store promotion activities organized by vendors, as well as promoting co-marketing projects among different Italian brands.

Back-office and administrative tasks

- Regularly providing Italian Trade Commissioner with timely information and updates on daily operations issues.
- Drawing up monthly and yearly reports on High Street Italia activity.
- Keep abreast of Italian Trade Agency bidding processes and procedures, manage vendor database, solicitation, contracting and invoicing for all services and goods acquired for the management of High Street Italia as well as for all related activities.

All the mentioned duties will be conducted under the direction of the Italian Trade Commissioner in Seoul, as well as through regular and strict interaction with ITA Seoul staff.

Work location/timetable

High Street Italia
69, Garosu-gil, Gangnam-gu, Seoul, 06028 Korea
4 days a week on average

Italian Trade Agency, Seoul Office
15Fl. Cheonggye Hankook Building,
11, Cheonggyecheon-ro, Jongro-gu, Seoul, 03187 Korea
1 day a week on average

Monday to Friday: 09:30 – 18:00 (12:30-13:30 lunch time break)

Working timetable can be flexible based on operations and activities, respecting all job laws and regulations.

Requirements

1. Mandatory requirements

- Bachelor's Degree in Business, Economics or Marketing and Communications
- South Korean citizenship or permanent working permit from at least 10 years
- Proficiency in Korean language, written and spoken
- Proficiency in English language, written and spoken
- At least 3 years or more of proven experience in venue, exhibition, or store management
- Absence of criminal convictions or pending charges

Should the candidate lack even only 1 of the above-mentioned requirements he/she will not be admitted to the selection procedure.

2. Preferential requirements

Moreover, **preference** will be given to candidates with the following additional skills and qualifications:

- Master's degree in Business, Economics or Marketing and Communications
- Proficiency in Italian language, written and spoken
- Additional years of experience venue, exhibition, or store management

3. General requirements

Candidates shall also have following skills:

- Outstanding organization and project management skills
- Strong interpersonal and communication skills

Salary and compensation

The gross salary will be around **50.900.000 KRW total annually (taxes and social contributions included)** paid on monthly basis dividing total amount by 12 (twelve).



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ITA Seoul is responsible for paying taxes and settling all fiscal requirements requested by Korean laws directly related to the salary. ITA Seoul will also pay all social insurance mandatory contributions requested by Korean laws directly to the competent authorities on behalf of the employee.

Upon 1-year contract termination the employee will be eligible for a severance payment of 30 (thirty) days wage by Korean laws.

Contractual terms

Contract signing is subject to prior government authorization on budget as well as prior approval by the Italian Ministry of Foreign Affairs.

The contract is intended to be stipulated for **1 year** and it may be extended for a 2nd year, based on government authorization on budget and project prosecution.

Application Process

1. Fill out the online application form: [CLICK HERE](#)

2. Documents submission:

Interested candidates shall submit the following requested documents as **attachments to online application form**:

1. CV in English language
2. copy of bachelor's degree certificate
3. copy of ID card or permanent working permit (for non-Korean citizens)
4. relevant documents proving the possession of mandatory requirements
5. documents proving the possession of preferential requirements (if any).

Deadline for submitting candidatures: August 15^h, 2023 at 11:00 pm

Selection procedure

ITA will acknowledge receipt of all applications, but **only candidates meeting the above-listed requirements and submitting all requested documents will be admitted to the selection procedure.**

The list of admitted candidates will be published on ITA Seoul website. A notification will be sent to all admitted candidates with 15 days' notice.

The selection procedure includes the passing of the following examination steps:

1. Written Test

The written test is aimed to ascertain relevant knowledge of Business Management and Marketing skills and assess the candidate strength of reasoning.

The written test will consist of a short essay submitted to the candidates both in English and Korean languages, without the use of dictionaries, on the following subjects: International Marketing and Business Management.

The test will take place at **High Street Italia 69 Garosu-gil, Gangnam-gu, Seoul (06028).**

The candidates may score **up to 50 points**.

However, candidates must score **at least 35 points to be admitted** to the **next step** of the selection procedure.

2. Languages test, Practical test and Interview

The admitted candidates will have to submit to an **oral translation in both Korean and English languages**, without the use of dictionaries, to ascertain their languages' skills. The candidates may score **up to 10 points**.

The **practical test** is aimed to ascertain IT skills and it will be submitted **in English**. The candidates may score **up to 5 points**.

The **interview**, conducted either in Korean and English, will focus on skills, qualifications, motivation and strength of reasoning. The candidates may score **up to 20 points**.

Languages test, practical IT test and interview will take place on the same day.

A further notification will be sent to all admitted candidates with 20 days' notice, informing them on the exact date, time and location.

3. Evaluation of preferential skills

For those candidates with preferential skills as mentioned above, additional score will be given on the interview according to the following methodology:

- Proficiency in Italian language > an additional written test will be submitted immediately after the interview, without use of dictionary; score may be **up to 6 points**
- additional years of experience in venue, exhibition or store management > **up to 4 points**
- 1 or more qualified references from prior employers > **up to 5 points**
- Outstanding organizational and project management skills> to be verified by the Selection Commission based on CV analysis and during the interview.
- Strong interpersonal and communication skills> to be verified by the Selection Commission based on CV analysis and during the interview.

4. Final ranking

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 job position will then be offered only to the eligible candidate with the **highest score**.

The **shortlist of eligible candidates** will be published on the ITA's website and it will be valid **up to 18 months from the publishing date**.



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IMPORTANT NOTICE!

This selection does not generate any obligation and/or expectation or reliance on the part of eligible candidates and it could also be suspended and/or cancelled at any moment and for any reason or no reason by ITA at its sole discretion.

Candidates will be requested to acknowledge it, giving up any future claims, through the application form. All the information given in this announcement do not constitute in any way a legal commitment by ITA towards applying candidates or third parties.

Seoul, July 28th, 2023

The Italian Trade Commissioner in Seoul
Ferdinando Gueli