

## **EATALY – ITALIAN PRODUCT AND CULTURE AMBASSADOR PROGRAM**

**Company Description:** Eataly is the world's largest artisanal Italian marketplace. Oscar Farinetti opened the first Eataly in 2007 in Turin inspired by the Slow Food Movement and a desire to share Italian regional cuisine across the entire country of Italy. Since then, Eataly has expanded to open more than 35 locations worldwide. Eataly aims to make high quality, sustainable foods available to everyone at fair prices for both consumers and producers. Each Eataly typically contains multiple full-service restaurants, quick service stations, retail offerings and a cooking school, creating an environment where people can experience Italy through eating, shopping and learning.

**Program Purpose:** The Italian Product and Culture (PC) Ambassador program is designed to provide a unique opportunity for recent graduates to apply their knowledge of Italian products and culture in an international setting.

PC Ambassadors will gain hands-on professional experience in a global corporation. Through project work and diverse interdepartmental duties, PC Ambassadors will have exposure to and perspective on Eataly USA's business operations, strategies, clientele, and will work closely with the Events and Story Teller Manager. The program aims to foster cross-cultural understanding and to promote the development of leadership skills in all participants. Applicants should not have an expectation of employment with Eataly USA upon program completion.

**Duration:** 1 year

**Program Description:** PC Ambassadors will be under the direct supervision of the Events and Story Teller Manager and Product Training Manager, collaborating across various departments including but not limited to: Retail, Marketing, Store Operations, Purchasing, and HR.

- PC Ambassadors will be challenged to use the knowledge and skills gained in their university programs to creatively build passion and excitement around Eataly products and culture amongst both employees and guests.
- Through active participation and pioneering of new initiatives, PC Ambassadors will learn sales techniques and how to activate a marketplace through demonstrations, proactive and organic engagement with guests, and special educational events.
- PC Ambassadors will act as personal shoppers and guide customers in making informed choices on products and product pairings.
- PC Ambassadors will assist the Events and Story Teller Manager in effective training for Story Tellers and delivery of the program on the floor.
- PC Ambassadors will have the opportunity to liaise with Eataly's Purchasing team and be in direct contact with producers, assisting them with demonstrations and events at Eataly.
- In collaboration with HR, PC Ambassadors will be involved in the organization of training classes to teach staff about Italian products, culture, and language.
- PC Ambassadors will lead tours and classes for private and public groups. In collaboration with the Events team, PC Ambassadors will help improve tour and class offerings.
- PC Ambassadors will have the opportunity to engage with schools and educational organizations, guide field trips of Eataly, and invent new types of collaborations.
- In cooperation with Marketing, PC Ambassadors will help generate Facebook live content related to Italian products and culture.

**Program Details:**

- At Eataly's discretion, PC Ambassadors will be placed at an Eataly USA location.
- PC Ambassadors will be scheduled for 40 hours each week. Based on store needs and the calendar of activities, PC Ambassadors will typically be scheduled on weekends and 3 weekdays.
- PC Ambassadors will be compensated an hourly rate.
- Eataly will offer relocation support to those without work authorization in the USA.

**Application Criteria:**

- Graduating students of Food Studies BA or MA programs
- Advanced English language skills – verbal, written, listening
- Fluency in Italian language
- Excellent communication skills and an enjoyment of public speaking
- Demonstrated, in-depth knowledge of Italian food
- Outgoing personality and ability to sell
- Demonstrated passion for Eataly
- Strong relationship-building skills
- Ability to adapt in a fluid environment
- Entrepreneurial spirit
- Prior successful experience managing projects
- 2+ years of experience in a retail setting is preferred
- Ability to bend, stoop and stand for long periods of time. Ability to lift up to 30 pounds.

**Application Process:**

- Add Educational Partnerships – Eataly USA as a contact on Skype.
- Send your resume in English through Skype to Educational Partnerships – Eataly USA.
- Through Skype, record a video message of up to 3 minutes long introducing yourself and explaining why you would like to participate in the program. Please only speak in English. Send the video message to Educational Partnerships – Eataly USA.
- Please apply by Monday, July 2, 2018.

Thank you for your interest in Eataly! The most qualified candidates will be contacted for a series of interviews via Skype in English.