

## Content producer

We are looking for a **(online) content producer**, a social media specialist, who knows how to attract online audiences and loves to create compelling stories about the Netherlands and Expo 2025 Osaka. Who can come up with relevant content that stands out that creates *common ground*. Who is eager to engage with Expo visitors and businesses audiences, in Japan and worldwide to boost excitement about the Netherlands participation, programming and pavilion.



As a (online) content producer you will produce meaningful content (stories, visuals, reels, online campaigns, video's) about the Netherlands, the visitors experience, innovations and events, happening before and during Expo 2025 Osaka, Kansai. Before opening of Expo 2025, you will make online campaigns to start to get people excited about the Netherlands presence, interest them to visit Expo and plan a timeslot for the NL pavilion. During Expo 2025 Osaka, the Netherlands pavilion will be your homebase, as a daily reporter, your content will show what is happening at Expo. Finally, you will also work with the PR manager to support with media requests, media tours and influencers.

### An overview of what you will be doing, among other things:

- The production of (daily) communication and outreach materials of the participation, pavilion and programming (events), before and during Expo, e.g. creating stories, reporting on events, video production, reels, images etc.
- Support of our online communication channels (incl. publishing and back-office management of website and socials), together with the communications team.
- Work out creative content and visuals in Adobe Suite using our design guidelines and templates.
- Design and execute online engagement campaigns and concepts.
- Assist in media requests and -tours held in the Netherlands Pavilion.
- Help the pavilion team (incl. Commissioner General) with communicating on VIP visits, special moments & events.

### Requirements

- You have at least a bachelor's degree, preferably in marketing, communications, journalism (or related field)
- You have proven experience with creating compelling content for a variety of audiences, incl. video editing, graphic design skills (adobe creative cloud), copy writing / (web) editing, photography.
- You have excellent writing skills in English and Japanese (required).
- You have knowledge of social media strategy, online campaigns, channels and audiences, SEO and useability.
- You are experienced in working with agencies, media outlets and/or influencers.
- You have an understanding of intercultural communications. Experience with working for international projects, organisations and conferences, is recommended.

### Conditions of employment

You must be based in Osaka/Kansai region. This is an on-site position. Before opening of Expo, you will be working at the NL Expo office of the Netherlands Consulate-General in Osaka. During Expo you will work at the NL pavilion at the Expo site.

### Salary and conditions of employment

- This is a (temporary) position, available from 1 August 2024 until 1 November 2025.
- This position concerns local conditions (scale 7) where the so-called 'Legal Position Regulations locally employed employees 2005' of the Ministry of Foreign Affairs, apply.
- Depending on the work experience, the employee is eligible for a gross monthly salary of at least 539,137 JPY based on a 37,5-hour working week.

### The Netherlands at Expo 2025 Osaka

The Netherlands is very proud to participate in the Expo 2025 Osaka Kansai Japan, to be held from 13 April to 13 October 2025. A global event, which brings together people and innovations from around the world in an effort to address issues facing mankind on a global scale. During Expo, more than 160 countries and organisations will showcase new technology and solutions that can help us build a resilient future.

The theme of Expo 2025 Osaka Kansai is 'Designing Future Society for Our Lives'. An ambition that strikes a chord with the Netherlands. Together with partners across the globe, the Netherlands is striving to solve many challenges facing our societies and our planet. Climate change. Energy transition. Food Security. Global health. These challenges are too big to solve alone. We need to look at things from different angles, think outside the box, and explore new ideas and possibilities. And by working together from *common ground* we can create innovative and sustainable solutions. *Common Ground* is also the theme of the Netherlands participation. Our pavilion aims to be an open space where people can meet, learn from each other, and inspire one another.

The Dutch participation is organised by the Netherlands Embassy in Tokyo and Consulate-General in Osaka, the Netherlands Ministry of Foreign Affairs and the Netherlands Enterprise Agency.

**What we offer:**

- Attractive modern working conditions, competitive remuneration and the opportunity to work in a small team with ample room for initiative, responsibility and personal development.
- Work in a truly sustainable environment where innovations happen.
- Experience and represent Dutch conviviality.
- Meet new cultures and collaborate with people from all over the world.
- Improve your knowledge and skills.
- Be part of one of the world's leading events

**Apply**

Interested applicants can send a letter of application and resume to Marc Kuipers, Commissioner General Netherlands Participation Expo 2025 Osaka, Kansai, Japan. Email: [osa-cdp@minbuza.nl](mailto:osa-cdp@minbuza.nl)

**More information**

If you would like more information regarding the content of this position please contact Marc Kuipers, Commissioner General Netherlands Participation Expo 2025 Osaka, Kansai, Japan. Email: [osa-cdp@minbuza.nl](mailto:osa-cdp@minbuza.nl) and visit our website [www.nlexpo2025.nl](http://www.nlexpo2025.nl)