

Digital Marketing Advisor

We are looking for a **digital marketing advisor for the Netherlands Expo 2025 Osaka participation**, who knows how to attract online audiences and can engage with Expo visitors and business audiences, in Japan and worldwide. If you are passionate about making meaningful online connections and that leave a lasting impact, then join our team!



You will contribute to making (online) connections for the Netherlands participation at Expo 2025 to promote the Netherlands and Dutch Innovation and engage with potential visitors and partners. You are responsible for the online and marketing strategy. In this position you will develop, together with the team, content and planning, execute marketing projects and develop online communication tools (including website, social media, YouTube). You also assist in making online content. We are looking for someone preferably in the Osaka, Kansai region, however also candidates from the Tokyo region are invited to apply.

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

- Writing and executing, together with the team, the online communications strategy for the NL participation.
- Designing and executing online engagement campaigns, working on marketing projects together with agencies, media, influencers and partners.
- Supporting and managing online communication channels. Publishing and back-office management of website and socials. Connecting with our partners, working together to multiply our communication effort and creating a toolkit.
- Coordinating the content calendar and planning for online and social channels, in line with the overall communications plan.
- Devise and produce online and social media content: writing texts for our website (news articles, partner content, interviews, event pages), captions for posts, reels, video's, images etc.
- Evaluating and monitoring our marketing communications effort, improving our online visibility (SEO).

Requirements

- You have at least a bachelor's degree, preferably in marketing, communications, journalism (or related field)
- You have experience in drafting and executing marketing and online strategies. You know how to reach out and connect to (Japanese) audiences. Experience with branding and campaign work is a plus.
- You have knowledge of social media strategy, channels and audiences, SEO and usability, and content management systems.
- You have experience with creating compelling content for a variety of audiences, incl. video editing, graphic design skills (adobe creative cloud), copy writing / (web) editing and photography.
- You have an understanding of intercultural communications. Experience with working for international projects, organisations and conferences, is recommended.
- You are a team player. You have a hands-on, can-do mentality and good communications skills. You can carry out different activities independently and in a structured manner at the same time.

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.
- Working part-time is negotiable.
- We are looking for someone based preferably in the Osaka region, however also candidates from the Tokyo region are invited to apply.

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

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 and visit our website www.nlexpo2025.nl