

Media & PR manager NL Expo 2025

We are currently seeking a skilled **Media & PR manager for the Netherlands participation at Expo 2025** to join our team in Osaka, Kansai, Japan. In this role, you will serve as the first point of contact for Japanese and international media and you play a pivotal role in shaping our media strategy of our participation at Expo 2025 Osaka. If you would love to put the different elements of our participation (the pavilion, visitors experience, innovations, events and partners) in the limelight, we are looking for you!



Your responsibilities will include proactively reaching out to media and coordinating press visits, interviews and events. You will be drafting a wide range of high-quality media materials, including press releases, Q&As, pitches, articles and press packs. You build and invest in relationships with key journalists and influencers (print, broadcast and digital). As part of your role, you will be responsible for initiating PR activities, such as press tours of the Netherlands pavilion, participating in (design) awards, accrediting media and you are the media liaison officer to the Expo organisation.

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

- Writing and executing, together with the team, the PR & media strategy for the NL participation. Write media materials, including press releases, Q&As, key messages, articles and press packs.
- Serve as the primary contact for Japanese and international media. Liaison with the media department of Expo 2025 organisation. Coordinate media accreditation.
- Coordinate and organise press requests, interviews, visits and events. Assist NL Expo team with media activities (help to prepare interviews, pitches etc). Initiate PR activities such as press tours, participate in awards, cooperations with (online) media and influencers, pr agencies.
- Proactively engage with (print, broadcast, digital) media through outreach and relationship-building. Initiate outside-the-box media moments and activities to create PR moments for the Netherlands participation.
- Connecting the media outreach with our (online) NLE expo2025 channels and working together with our partners to multiply our joint communication effort.
- Monitor and evaluate media activities.

Requirements

- You have at least a bachelor's degree, preferably in marketing, communications, journalism (or related field)
- You have more than 3 years experience of PR and media relations with a significant track record of securing media coverage (print, trade, digital regional and/or broadcast). You have an excellent network of media in Japan (preferably Kansai region and/or Tokyo) and/or are willing to invest and build up a network quickly.
- You have excellent writing skills in English and Japanese (required). You know how to draft clear, concise and high-quality media materials (including press releases, media Q&As, media pitches, key messages and articles etc).
- You have a superb eye for a good story are pro-active in reaching out to the media.
- You are able to work with deadlines, are a multitasker and can keep calm under pressure.
- 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 2025 you will work alternate at the NL Expo office and at the NL pavilion at the Expo site.

Salary and conditions of employment

- This (temporary) position is 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. Part time option is to be discussed.

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