



## **About Nippon Recruitment**

*Nippon Recruitment specialises in international recruitment worldwide, with a focus on Japanese companies. On behalf of our customer, a multinational producer of machinery located in Almere, we are looking for a*

### **Product Communication & Promotion Specialist, Almere (1010) Fluency in English, Content Creator**

#### **Company information**

Our customer produces machinery and equipment which are being used for many applications in various industries.

#### **Job description**

As Product Communication & Promotion Specialist, you will play a key role in product communication to inspire and engage customer's sales staff

##### ***Initial targets:***

- Making internal product promotional videos and broadcast them to the internal network
- Working closely with Sales & Marketing team to develop and update effective product promotional materials
- Developing portal site and broadcast promotional materials to the sales channels

##### ***Future targets:***

- Further enhance the YouTube channel more focusing on product uniqueness encircling the SNS network effectively
- It will be absolutely up to your idea, how you develop this project



### **Job requirements**

In order to qualify for this versatile and challenging position, required are at least the following criteria:

- Experienced in communication, digital marketing, video making & editing
- Experienced in construction equipment or automotive (or similar) product marketing, digital marketing or product promotion/training
- Good understanding of mechanical engineering
- A good content creator with ability to present video publications
- Excellent and attractive presentation skills
- Ability to enrich your imagination
- Have a global perspective and a good storyteller
- University degree or equivalent
- Able to communicate with people who have a different cultural background
- Ability to make good videos/photos using iPhone, GoPro, Drone and basic knowledge of editing videos/photos before they are passed to professionals
- Strong understanding of product promotion videos and ability to encircle product promotion strategies with various internet channels
- Ability to self-develop, listen to peoples' opinions and develop own ideas to further develop projects
- Near native English proficiency is a must, any other language ability is a plus
- Living in or close to Almere
- In possession of work permit in the Netherlands (No visa sponsorship)

### **Future perspectives**

The appointee will be a future candidate for higher managerial positions in the Sales and/or Marketing field.

Are you interested? Please send your CV to Izumi Sawada (application@nipponrecruitment.com) or call: +31 6 3013 7769.