

Call for Applications: SNS Specialist

Recruitment of SNS Specialist for the Embassy of Japan in Estonia

The Embassy of Japan in Estonia is seeking a highly skilled SNS Specialist to drastically enhance our digital presence. We are looking for a professional who can take full responsibility from strategic planning to content production to achieve the objectives outlined below.

1. Contract Period

The initial contract will be for a 6-month period. Extension of the contract will be considered based on a performance evaluation during this period.

2. Contract Amount

To be determined based on experience and the proposed plan, within the Embassy's budgetary regulations.

3. Work Location

To be discussed (includes on-site filming and meetings within Tallinn).

4. Key Responsibilities

Working in close coordination with the Information and Culture Section of the Embassy, the specialist will independently perform the following:

(1) Strategy Development & Optimization: Design SNS operation strategies and provide monthly strategy updates based on performance.

(2) Analysis & Reporting: Weekly data analysis reports, presentation of improvement measures, and participation in regular meetings.

(3) Video-Centric Content Creation (Instagram / Facebook):

- Reels: Minimum 2 posts/week
- Feed Posts: Minimum 2 posts/week
- Stories: Minimum 2 posts/week
- Comprehensive handling of planning, scripting, filming, editing, and caption writing.

(4) Operations Management: Creating and managing posting schedules and proxy posting.

- Additional Tasks: Photo/video coverage of events, etc.

(5) Other tasks as directed by the Public Relations and Culture Section.

5. Objectives and Expected Results (KPIs)

Beyond simple content creation, the specialist is expected to take responsibility for strategic planning and execution to achieve the following numerical targets between April 2026 and March 2027:

- Facebook Followers: Minimum +1,000 (Ref: Approx. +600/11 months in the previous year)
- Instagram Followers: Minimum +3,000 (Ref: Approx. +1,500/8 months in the previous year)
- *Note:* While we emphasize organic growth through high-quality content, proposals for paid advertising may be considered if deemed strategically effective within the budget.

6. Required Qualities

- (1) Ability to commit to achieving the KPIs mentioned in Section 5.
- (2) Ability to perform tasks with a sense of speed.
- (3) Availability for communication via phone and email during the Embassy's working hours.
- (4) Provision of necessary filming equipment and editing environment (software, etc.) by the applicant.

7. Qualifications & Requirements

- (1) Must be a registered legal entity (Company/Freelance Business ID).
- (2) Proven track record of significantly increasing followers and engagement for corporate or public institution SNS accounts.
- (3) Advanced photography/videography skills, creative content planning ability, high-level editing skills for short-form videos (Reels, etc.), and marketing skills based on data analysis.
- (4) Capability for flexible activities in Tallinn (including approximately one in-person meeting per week) and flexibility to handle approximately 10 hours of overtime/weekend work per month for event coverage.
- (5) Proficiency in English for business communication (Japanese language skills are preferred but not mandatory).

8. Application Process (Deadline: March 28)

Please send the following documents to culture@ti.mofa.go.jp:

- (1) Company Portfolio
- (2) Case studies of significant follower growth achieved in the past
- (3) Samples of previous work (please specify the production time for each)
- (4) Proposed contract amount

9. Remarks

Only shortlisted candidates selected for an interview