

JOB ADVERTISEMENT: Public Relations and Cultural Affairs Assistant

The Embassy of Japan in Botswana has a vacancy for a **Public Relations and Cultural Affairs Assistant** who will be in charge of public relations, cultural diplomacy, and educational exchange programs. Applicants are invited for the position as follows:

1. Requirements and Qualifications

(1) Essential Requirements:

- **Education & Experience:** A bachelor's degree in Communications, Public Relations, Journalism, International Relations, Marketing, or a related field (with a minimum of 2–3 years of professional experience in PR, media, or event coordination).
- **Public Relations & Event Skills:** Demonstrated practical knowledge and experience in public relations, digital communications, media engagement, and event management within Botswana.
- **Language Proficiency:** Excellent written and oral communication skills in both **English and Setswana**.
- **Digital & Multimedia Competence:** Proven proficiency in social media management (Facebook, Instagram, X), basic graphic design/content creation tools (e.g., Canva, Photoshop), and standard office software (Microsoft 365 / Google Workspace).
- **Mindset & Ethics:** High level of integrity, professional discretion, and strict adherence to official confidentiality and diplomatic protocol.
- **Teamwork & Flexibility:** Strong interpersonal skills to work effectively within a multicultural environment; proactive, solution-oriented attitude; and **flexibility to occasionally work outside regular office hours (including evenings or weekends for official events)**.
- **Legal Status:** Citizen of Botswana or possessing a valid permanent residency/work authorization.

(2) Added Advantages (Preferred):

- Basic knowledge of or proficiency in the **Japanese language**.
- Keen interest in and general understanding of Japanese culture, foreign policy, and Japan–Botswana bilateral relations.
- Possession of a clean and valid driver's license.

2. Key Duties and Responsibilities

- **Social Media & Public Relations:**
 - Plan, draft, and create engaging digital content (articles, photos, short videos) for the Embassy's official social media platforms and website.

- Monitor public engagement, handle routine public inquiries, and assist in drafting press releases and media advisories under the supervision of the Section Head.
- **Cultural & Educational Events:**
 - Coordinate and execute cultural events, exhibitions, workshops, film screenings, and promotional seminars organized or supported by the Embassy.
 - Handle venue coordination, invitations, guest lists, and on-site event logistics.
- **Scholarships & Educational Exchanges:**
 - Provide administrative and logistical support for the Government of Japan (MEXT) scholarship programs and other bilateral educational/youth exchange initiatives.
 - Assist with application intake, applicant communications, and examination/interview arrangements.
- **Media & Stakeholder Relations:**
 - Liaise and maintain professional networks with local media outlets, government entities, educational institutions, cultural organizations, and alumni associations.
- **Speech Writing & Drafting:**
 - Assist in drafting speeches, talking points, opening remarks, and formal diplomatic correspondence (including Notes Verbales) related to public and cultural affairs.
- **General Mission Support:**
 - Provide operational support for Embassy receptions, national day celebrations, and official functions.
 - Support other sections of the Embassy as required, and perform any other duties assigned by supervisors.

3. Employment Period

- 1-year contract
- **Expected starting date:** Early December 2026

4. Salary & Benefits

- The Embassy offers a salary in accordance with experience, qualifications, and Embassy regulations.

5. Application Procedure

(1) Applicants should submit the following documents via email to: culture-pr@gr.mofa.go.jp by 23 October 2026:

- A) Cover letter

- B) Curriculum Vitae (CV)
- C) Certified copies of academic certificates and qualifications
- D) Three (3) professional references with direct contact details
- E) **PR & Cultural Strategy Essay** (see details below)

Note: Only shortlisted candidates will be contacted.

(2) Written exam and Interview will be conducted in November.

6. PR & Cultural Strategy Essay

- **Theme:** "Propose an innovative public relations or cultural initiative that the Embassy of Japan in Botswana could implement to engage young Batswana (aged 18–30) and strengthen their interest in and connection with Japan."
- **Key Requirements:** Your essay should specifically outline:
 - **Target Segment & Rationale:** Why this specific group of youth, and what interests them?
 - **Implementation & Media Strategy:** Practical activities, timeline, and use of media/social media channels (e.g., Facebook, Instagram, local platforms).
 - **Expected Outcomes:** Measurable impact on promoting Japan's culture, values, or bilateral relations.
- **Length:** Approximately 800 words (equivalent to 2 pages of A4 size).
- **Format :** PDF document (Times New Roman / Arial, 11–12 pt).
- **Language:** English.
- **Note:** Submissions will be evaluated on originality, feasibility, cultural insight, and clear communication.