

**Date:** 15.10.2024

## **Job Description – Content Executive (French)**

**Job Title:** Content Executive (French)

**Location:** Kolkata and Bangalore (on-site), All over India (remote)

**Experience Level:** 2-4 years

**Job Type:** Full Time / Permanent

**Salary:** ₹3.5LPA – ₹4.2LPA (open to discussion for deserving candidates)

### **About Performance-IO:**

Founded in 2017, Performance-IO is a performance marketing agency dedicated to delivering online ROI for health, tech, and consumer brands. We are a team of knowledgeable professionals who are passionate about our work, the planet, holistic health, and giving back. With headquarters in London and New York City, we have expanded our scope to include a team in Kolkata and Bangalore. As innovators, we rely on data and insights to drive agile marketing strategies, challenging conventions along the way. Our clientele ranges from Fortune 500 giants to start-ups, as we are equally passionate about enterprise digital transformation and empowering challenger brands to thrive.

### **Join Our Team:**

We are seeking a Content Executive with proficiency in French to join our dynamic team. If you excel at crafting compelling stories, have a sharp editorial eye, and the ability to create engaging narratives, we want to hear from you. As a Content Executive, you'll be pivotal in shaping our brand's voice and delivering impactful content across various platforms. You'll also collaborate with cross-functional teams to develop innovative campaigns. If you're ready to take on a creative journey and be a vital part of our content initiatives, apply today. Let's create stories that inspire and engage.

### **Key Responsibilities:**

- **Content Creation:** Produce high-quality written content for diverse platforms, including blogs, social media, newsletters, and website copy.
- **Editing and Proofreading:** Ensure clarity, consistency, and adherence to brand guidelines through meticulous editing.
- **Content Strategy:** Partner with the content team to design and execute content strategies aligned with marketing objectives and audience preferences.
- **Research:** Conduct industry-related research to support content development with current trends, topics, and keywords.

- **SEO Optimization:** Apply SEO best practices to enhance content visibility and drive organic traffic.
- **Cross-functional Collaboration:** Work with design, marketing, and other teams to create cohesive, impactful content campaigns.
- **Content Performance Analysis:** Evaluate content metrics and provide actionable insights for ongoing improvements.

#### **Qualifications:**

- Bachelor's degree in English, Communications, Journalism, or a related field.
- Fluency in French (reading, writing, and editing) is mandatory.
- Proven writing and editing expertise with a portfolio showcasing published work.
- Familiarity with SEO best practices and content management systems.
- Excellent attention to detail, creative thinking, and the ability to meet tight deadlines.
- A passion for storytelling and innovative content creation.

#### **Additional Information:**

- This is a full-time position with 6 months of probation.
- Please submit your application in English, including a cover letter explaining your interest and relevant skills.

#### **How to Apply:**

Interested candidates should send their CV, cover letter, and relevant writing samples to **hr@performance-io.in**

Please specify "**Content Executive (French Specialization)**" in the subject line.

Performance-IO is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

To learn more about our company and what we do, please visit our website: **www.performance-io.com**