



## 文案(全职) Copywriter (full-time)

**Francelysee**是由一群热爱法国美食&法式生活方式的法国人和中国人创立，总部设在上海的  
市场营销&电子商务咨询公司。

**Francelysee** is a marketing & e-commerce agency based in Shanghai founded by French and Chinese people in love with **French food & lifestyle!**

### 我们做了什么 **Who we are :**

# 1 WeChat法语/中文双语账号 (ID : Francelysee)  
在微信上已发布+1000篇文章  
每周1次美食活动  
+30个品牌选择相信我们和并有更多正在接洽中...  
#1 WeChat French/Chinese bilingual account (ID: Francelysee)  
+1,000 articles already published on WeChat  
1 weekly gastronomic event  
+30 brands trust us and more to come...

- **商务咨询 Agency business**

我们以我们的专业态度为想要在中国市场取得成功的外国品牌提供**电子商务、社交媒体和活动策划**等复合解决方案：法国露杰、布瑞林火腿、乐星酒业、璞蔚房地产、好吉莱奶粉、肯迪雅乳业、康铂酒店、Cheese Republic、Confee、布迪格乐餐饮，以及更多品牌正在策划中……

We offer our expertise in **e-commerce, social media and events** to foreign brands willing to succeed in China: Rougié, Brocéliande, Maison Le Star, Pierre & Vacances, Régilait, Candia, Campanile, Cheese Republic, Confee, Le Bordelais and more to come...

- **自媒体&电子商务 Own media & e-commerce websites**

最具影响力的法国美食&法式生活方式意见领袖之一。

我们的雄心壮志：每六个月推出一个新的电商项目并成为**中国食品领域**的领头羊之一。为了达成这一目标，我们需要你！

One of the most influential KOLs for French food & lifestyle.

Our ambition : launch every 6 months a new e-commerce business and become a **food tech leader in China**. To achieve this goal, we need you!



### 他的“左右逢源”

品冠的新专辑一经发行，众多圈内好友纷纷点赞支持：全能艺人任贤齐大赞品冠“做音乐一向的用心，非常的诚恳，好听的声音”；ALIN，曹格，吴克群，戴佩妮，林宥嘉，方大同为好友也一众发来搞怪视频祝新专辑大卖；更有恩师李宗盛发声表示被品冠认认真真做专辑的精神所感动，希望与他看齐。

让你整夜开心的个人食谱：自由流动的波尔多活动！

My personal recipe in order to stay happy an entire night: A free-flow Bordeaux event!



无论你心情低落，有一点沮丧，还是开心又精力充沛，都欢迎来我下一次的活动！

▲ 一些我们团队写的文章摘录！

*Some articles written by our bilingual team !*

## 以下是你加入我们的两大原因

### Here are 2 good reasons why you should join us

#### 1 - 增强责任感并丰富经验；)

**You will have great responsibilities and gain experience ;)**

**职责：**想参与到一个充满活力并迅速壮大的初创企业中来？如果你也喜欢挑战并想和我们一起茁壮成长，来这里就对了！在这样的初创企业中工作，你不仅会参与决策并负责各种各样的任务，也会在随之而来的压力和责任中迅速成长。

**Responsibility:** Wanna join a dynamic and rapidly growing start-up? If you love challenges and wanna be a part of our growth, you're at the right place! Working in a start-up not only requires a certain autonomy on missions placed upon you, but also to carry responsibilities as well as the stress that comes with it.

**学习与体会：**你将学会如何通过使用各种工具、努力工作以达成目标，虽然有时候可能会受挫...但是起码，你能知道什么行得通什么行不通！你将会变得更加强大！

**Learning and experimenting:** You will work hard with different tools, you will sometimes fail but most of all you will learn, you will see what works and what doesn't! One thing is certain: you will gain experience!

**在一个多元文化的环境下工作：**我们的团队由中国人和法国人组成！超级适合学习语言噢；)

**Working in a multicultural environment:** Our team is composed of Chinese and French!

2 - 你将会完成很有意思的任务，当然是在你接受的前提下！

**You will have interesting missions, if you accept them of course !**

针对我们的知名国际品牌客户：

- 使用中文和英文撰写、编辑欧洲品牌和产品的推广文章。
- 熟悉客户的产品和服务，以及了解其目标客户群体和竞争对手的动态。
- 主动提出创想，通常要和平面设计师一起合作完成创意。
- 对现有的推广物料进行审校和编辑。
- 与品牌客户沟通并配合实施其市场发展战略。
- 与我们的 CEO 一同出席品牌客户会议。
- 根据所采集到的数据改进市场营销策略。
- 社群营销：活跃于各个社交媒体，与意见领袖沟通，加强推广文章的传播。
- 向品牌客户进行月度总结。

For our famous international client brands accounts:

- Write in English and Chinese unique, compelling stories promoting European brands and products
- Familiarise yourself with your clients' products and services, the target audience and their competitors' activities
- Develop creative ideas and concepts, often in partnership with the designer
- Perform proofreading and copyediting duties on a variety of marketing assets.
- Coordination with the brand and set up of a strategy
- Attend clients meetings with Francelysee's CEO
- Update and improve the marketing strategy according to the data.
- Community management: handling of different social medias, distribution of articles to KOLs
- Monthly results to the brand

*这个职位很适合你？那就快联系我们吧！*

***It fits you ? Write us !***

**你是我们要找的那个人吗？**

- 对工作非常专注细心；中英文表达能力强，语法掌握精准；出色的营销文案撰写能力。
- 创意：需要围绕客户的品牌和产品挖掘创意，完成原创作品。
- 说服力：需要在一些案例中强有力地说服读者，以及懂得向客户坚持自己的创作想法。
- 社会感知力：需要对周围新鲜事务时刻保持敏感，保持文章风格时髦并具有一定的热度，预判人们对你的文章会作何反应。
- 写作能力：能够运用合适的语气、感觉、结构和情感来完成写作。
- 有线上营销内容管理经验者优先
- 熟练运用社交媒体
- 能够在国际化环境下工作并能与他人协作
- 必须能够及时调整心态，懂得接受必要的反馈和评价
- 在直面消费者的营销文案领域至少有一年的工作经验；在餐饮行业有经验者优先
- 工作语言：中文和英语。会法语加分。

## Are you the one we're looking for?

- Excellent attention to detail; strong command of Chinese and English languages, grammar and advertising writing styles
- Creativity: you'll need to create original work and develop ideas around our clients' brands and products.
- Persuasion: you need to know how to write persuasively and in some cases, defend your creative choices
- Social Perceptiveness: you need to have your finger on the pulse, so that your copy is relevant and modern, and understand how people will react to your writing.
- Writing Skills: you need to write well: with proper tone, feeling, sentence structure and emotion.
- Experience in development and management of online content marketing is a plus.
- Ease with social media.
- Ability to work in an international environment and collaborate with other people.
- Must be flexible and able to accept necessary critique and feedback.
- **At least 1 year experience in direct-to-consumer marketing writing; experience in Food & Beverage industry is a plus.**
- Work languages: Chinese and English. French is a plus

### 「全职」文案

地点：7号线杨高南路附近

时间：尽快，越早越好

薪资：7000-10000 元，根据简历决定

### FULL TIME – COPYWRITER

**Place** : Shanghai / South Yanggao Lu (Subway Line 7) / Big working space

**When** : As soon as possible

**Salary**: 7,000-10,000 RMB depending on profile

请将你的英语版的简历 + 之前写过的一篇文案（中英文皆可） + 英文动机信（约十行）发往：[rh@francelysee.com](mailto:rh@francelysee.com)

Send us your CV + an article you've written before in English or Chinese + a couple lines of motivation (around ten) in English to this email address: [rh@francelysee.com](mailto:rh@francelysee.com)

如果您有任何问题，都可以加我的微信（ID：**SophieFaguo**）咨询。

If you have any questions, you can add me directly on WeChat, ID: **SophieFaguo**