



# Freelance Content Writer, ETFs and Finance (m/f/d) – France

This is a freelance opportunity for established independent professionals with their own client base.

## About Us

Are you interested in investing and passionate about ETFs? Then we already have something in common! Our goal is to establish ETFs as a household name and the standard investment choice across Europe. We empower private investors—people like you and me—to manage their money responsibly and with confidence... Would you like to join us on this mission and support our work?

We are looking for a talented and motivated Freelance Content Writer to create high-quality content for the French market. The role includes translation work, market-specific adaptation of existing content, and the independent creation of new articles for our website. If you have a knack for captivating content and are familiar with the French target audience and ETF industry, we look forward to receiving your application.

## Your Main Responsibilities

- Creating engaging and informative articles on ETFs and personal finance topics relevant to our target audience in France.
- Thoroughly researching topics to ensure the accuracy and timeliness of the content.
- Translation of short texts for website, app, and marketing materials (German → French) within 1-2 weeks when required.
- Market-specific adaptation of existing articles for the French financial market.

- Adhering to SEO best practices in content creation (e.g., keyword integration) and ensuring content aligns with our brand.
- Ensuring the stylistic and grammatical correctness of all French texts.
- Collaborating with our content team to align on new content ideas.

## Your Profile

- Proven experience as an independent Content Writer, Journalist, or Translation Specialist.
- In-depth knowledge of the French finance and ETF market and its regulatory environment.
- Excellent written communication skills in **French (Native Speaker Level)**.
- Reliable capacity to deliver high-quality results on a project basis (approx. 5-6 articles or translations/month)
- Ability to present complex issues clearly and understandably in written form.
- High degree of professional autonomy.
- Good English or German skills for communication with the team.
- Interest in supporting additional formats in the future, such as a French newsletter or social media channels for justETF would be a plus.

## What We Offer

- Professional partnership with a leading ETF platform.
- Complete freedom in organizing your workflow and workspace.
- Project-based compensation aligned with your experience and output.
- Uncomplicated communication and structured planning from our side.
- The opportunity to contribute your own ideas and help shape our French content.
- Opportunity for recurring assignments.
- Direct contact persons for topic coordination.

## Application

If this sounds interesting to you, we'd be happy to hear from you. Please send your application documents, including your CV, your SIRET number and optional meaningful work samples (e.g. articles), via email to:

Charlene Wuermeling, [charlene.wuermeling@justetf.com](mailto:charlene.wuermeling@justetf.com)

We look forward to getting to know you.