

# SYLVAIN

## 2021 JOB DESCRIPTION COMMUNICATIONS ASSOCIATE OVERVIEW

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### ABOUT SYLVAIN

SYLVAIN (formerly Sylvain Labs) is a strategy and design consultancy that provokes progress for companies, people and society at large. We believe when commerce and culture unite, real progress is possible. Founded in 2010, we are wholly independent and a Certified B Corporation, with offices in New York City (NY), Richmond (VA), Los Angeles (CA), and Amsterdam, the Netherlands.

We work across a wide range of industries—from technology to financial services, consumer packaged goods to travel and hospitality, to transportation and fashion. Our clients include, but are not limited to: Google, Spotify, BlackRock, Airbnb, Nike, American Express, General Motors, AB InBev, New York Times, Apple, Chanel, Twitter, Hilton, Sonos, Patagonia, PepsiCo, and the WNBA.

Learn more about us at our [website](#), or follow us on [Instagram](#). And check out more of our thinking in our newsletter: [Progress Report](#), and our podcast: [Critical Nonsense](#).

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### JOB DESCRIPTION – COMMUNICATIONS ASSOCIATE

We're looking for a thinker and storyteller with a background in public relations to join our growing Reputation / Editorial Team. This person will work in support of our Director of Communications, Editor, strategists, designers, and the Leadership team. They'll assist in delivering on SYLVAIN's PR marketing and content strategies through pitching, planning and managing external thought leadership opportunities, and producing original content on behalf of the SYLVAIN brand. They should have deep curiosity about culture and society, specifically within the strategy, innovation and design spaces, and strong writing and storytelling skills, as

well as a good understanding of B2B PR. This is an incredible opportunity for someone who loves to engage with big, complex ideas across a broad spectrum of topics and mediums. This role, while PR-focused, is more deeply about the study of the changing dynamics of culture to develop stories and perspectives on what brands and companies should know and what they can do about it to play a more meaningful role.

## RESPONSIBILITIES

- **Presentation Development:** Creating engaging stories for presentations by SYLVAIN leadership on public stages around the world. You'll work alongside brand strategists, designers and others to bring these stories to life with a clear and compelling narrative, supported by research and resonant cultural references and brand examples.
- **Internal planning:** Assisting the Communications Director in creating and maintaining all internal planning and logistics, documents, list-building, etc.
- **Owned Content & Social Media:** Participating in the maintenance of and new ideas for SYLVAIN's owned content, including our social media channels, newsletter and Off-White Papers for Progress Report, Critical Nonsense, School of Progress, and our client communications newsletter.
- **Thought Leadership:** Brainstorming for, writing and editing opinion editorials, crafting discussion guides for company panels and roundtables, and drafting copy for interviews, Q&As, and commentary.
- **Media and industry trend analysis:** Staying on top of what's happening in the industry and wider media landscape; always scoping out new opportunities for SYLVAIN.
- **Journalist and event management:** Reaching out to and pitching journalists, event organizers, podcast hosts and other types of media, and maintaining those relationships.

## CANDIDATE REQUIREMENTS

- **Culturally engaged**  
Interested in humanity, culture, technology, and the power of corporations to do good
- **Versatile**  
Well balanced expertise with diverse skills & interests (graphic design, presentation design, animation, print production, prototyping, etc.)
- **Effective and efficient**  
Highly organized with strong time management skills
- **Technical and detail oriented**  
Able to carefully check own work and often be the final internal 'check point' for quality control
- **Curious**  
A desire to learn and try out new programs and capabilities

- **Proactive problem solver**  
Proposes new approaches and actively creates opportunities to add value
  - **Tasteful and tuned-in**  
Has a great eye for layout, typography, and design principles—plus pop-culture relevance (ie. great at swiping, gets memes, has fun with GIFS, etc.)
  - **Emotionally intelligent**  
Self-aware and sensitive to the vibes of others
  - **Confident and humble**  
Develops and shares a point of view, but not precious about collaboratively breaking or building on it in service of bettering the work; works well with people of different backgrounds and work styles; takes a constructive approach to feedback and critique
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## DETAILS

### When:

For immediate hire

### Where:

New York City preferable; but will review all US-based applications

### Compensation:

Open for discussion

### Experience

- 2-5 years of relevant experience in public relations or related fields like content creation, marketing, journalism, etc.
- Experience in agency/consultancy-side PR preferable

### To Apply:

Visit our [career page](#) and indicate that you are seeking to apply for the Communications Associate role.

### Next Steps:

During the application process, you will be asked to complete a writing assignment on your own time, within a four day timeframe. If your assignment is selected for the short-list, you will then meet with several members of our team, after which we will make our final decision.