

PR + Communs Strategist — Crypto & Emerging Tech

Location: Remote

Engagement: Full-time contractor

We are seeking a Senior Communications Strategist with deep familiarity across the crypto ecosystem to support messaging, media engagement, and editorial strategy for clients working at the edge of blockchain, AI, and decentralized infrastructure.

This is a writing- and strategy-led role, suited for someone who understands the nuances of Web3 narratives and how they land in both mainstream and crypto-native media. You'll work directly with founders, researchers, and in-house marketing teams to shape positioning, respond to news cycles, and drive thought leadership around product launches, funding, protocol design, and regulation.

We're looking for someone who can think several steps ahead, write with clarity and precision, and offer smart counsel in complex and fast-moving situations.

Responsibilities

- Shape communications strategy and narrative positioning for projects across DeFi, AI, and other emerging technologies
- Draft and edit high-impact written content: media pitches, opinion articles, blog posts, executive messaging, and reactive commentary
- Coordinate directly with journalists across Web3 and tech finance publications; track relevant beats and editorial calendars
- Translate technical or regulatory content into clear, resonant messaging for different audiences
- Support clients during high-sensitivity moments, including launches, announcements, and market events
- Maintain consistency of message and tone across multiple stakeholders and communications channels

Qualifications

- Ideally 3+ years experience in communications, journalism, or editorial strategy
- A strong understanding of crypto, AI, and emerging tech

- The ability to learn quickly and independently
- Strong writing and editing skills, with an ability to synthesize complex ideas into clean narrative arcs
- Proven media instincts: you understand what is and isn't a story, and can shape angles that land
- Experience working directly with founders, builders, and internal teams across time zones
- Confidence operating in high-context environments with limited oversight
- Familiarity with the crypto media landscape, including key publications, podcasts, and influencers

Preferred

- Background in DeFi, infrastructure, or zero-knowledge systems
- Experience supporting early-stage teams, especially during periods of growth or public visibility
- Understanding of broader AI and frontier tech trends is a plus

ABOUT ANGLE42

Angle42 is a Web3 and emerging tech comms specialist that puts decades of media and business experience to work for startups.

Started in 2017, and led by the former General Manager for the Americas of Reuters News, we are a lean team providing comprehensive Public Relations services for clients across the globe such as HashKey, StarkWare and Livepeer.

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