

**Title: Communications Associate (Video and Social Media)**

**Location: Bethesda, MD, United States**

**Job Overview**

PrepMatters is a boutique educational services firm providing test preparation, academic tutoring, educational planning, and other related services to the metro DC region and beyond. We're seeking a full-time Communications Associate based in our Bethesda, Maryland office to serve as an essential team member promoting our services, messaging, and brand to our current and emerging markets. The Associate will fill particularly important roles managing our social media operations and producing our promotional and instructional videos.

Collaborating with our Communications and Creative team leads and other staff, the Associate will:

- Produce/edit videos that reflect the warmth, professionalism, and fun of our team, office, and brand. The successful candidate will be responsible for video production and post-production tasks, including video assembly, compositing, titling, B-Roll sourcing, sound sourcing and mixing, asset organization, and production scheduling.
- Support a broad range of social media services, including day-to-day and long-term content management and production, community management and engagement, designing paid social media campaigns; and monitoring, analyzing, and reporting on social media metrics. The successful candidate will create dynamic written, graphic, and video content; manage company social media channels, including Facebook, Twitter, and Instagram; and help produce internal and external e-newsletters.

Ideal candidates will take pride in their work, be comfortable offering and accepting constructive feedback, be disciplined about meeting deadlines, communicate clearly and openly, and contribute to a collaborative environment.

**Educational Requirements:**

A Bachelor's degree in Communications, Digital Media Production, Art, or Video/Film Production is preferred but not required. Given the nature and culture of our company, we take education quite seriously, but we also recognize the many different forms that can take and different paths one can follow to gain skills and experience. Ultimately, a demonstrated record of accomplishment and collaboration are more critical than formal credentials.

### **Minimum Requirements:**

- In-depth knowledge of social media platforms (especially Facebook, Twitter, and Instagram), along with the function, tone, and demographics of each; prior knowledge of SEO and social media management platforms preferred but not required.
- Ability to speak to different audiences in ways that fit the context and maintain PrepMatters brand.
- Demonstrated mastery of Adobe Premiere Pro.
- Demonstrated proficiency in storytelling through video editing, animation, motion graphics, sound design.
- Good sense of timing, audience attention, and balanced professionalism in content creation.
- Knowledge of and experience with Adobe Creative Cloud, especially After Effects and Photoshop.
- Knowledge of industry standard file and quality conventions.
- Proven ability to work with clients on a variety of projects under tight deadlines.

### **Required Competencies:**

- Broad intellectual interests and sense of humor
- Great interpersonal and communications skills to work with a board range of personalities and add positively to our company culture
- Uncompromising commitment to producing high-quality work
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- Technical expertise
- Ability to multitask and set priorities

**Applicants:** Please submit a cover letter and resume to [jobs@prepmatters.com](mailto:jobs@prepmatters.com). Specify *Communications Associate—Bethesda* in the subject line. Please include a paragraph in your cover letter describing why you would be a good addition to the PrepMatters team. Candidates invited for final interviews will be expected to submit a portfolio of their work.

Due to the high volume of email responses that we typically receive for our job postings, we are unable to respond personally to each applicant. All applicants selected for further consideration will be notified by phone. No phone calls, please.

*PrepMatters is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veterans status, gender identity, sexual orientation, pregnancy and pregnancy-related conditions, or any other characteristic protected by law.*