



Communications & Storytelling Manager

Full-Time / Exempt / 1.0 FTE

Reports to: Director of Advancement and Communications

Works closely with: Advancement & Digital Operations Coordinator

Start date August 1, 2026

About Chartwell School

For more than 40 years, Chartwell School has served students with dyslexia and related learning differences — an exceptional population whose potential we strive to unlock. Students arrive doubting their own minds and leave understanding that the way they think isn't a limitation — it's a genuine strength. For many families, that shift changes the course of a life.

Our strengths-based, whole-child approach centers on structured literacy — the science of reading — paired with support for executive function and social-emotional growth. Grounded in a research partnership with UCSF's Dyslexia Center and extended through the Chartwell Teaching Institute's work training educators across the region, Chartwell operates as a center of excellence in this field, set on 60 acres in Seaside, California.

And underneath all of it is a community: 160 students in grades 1–12 and 60 faculty and staff who bring deep expertise along with kindness, respect, and joy to the work — united by a shared belief in the potential of every child we serve.

Position Overview

The Communications & Storytelling Manager delivers Chartwell's internal and external voice — the stories, content, and visuals that share who we are with families, donors, and the community. Working closely with the Director of Advancement and Communications, this role leads newsletters, the blog, social media, marketing materials, and multimedia content, ensuring every touchpoint reflects Chartwell's brand and mission and supports the school's fundraising and recruitment goals.

Primary Responsibilities

Internal Communications

- Direct the end-to-end creation and launch of weekly internal newsletters as lead editor and content creator, partnering with programmatic leadership to draft and edit messaging for maximum impact and relevancy.
- Manage the internal communications calendar, ensuring all content is delivered on time and with a high level of accuracy.
- Collaborate with senior and programmatic leadership to draft, edit, and publish internal communications to parents and team members, often involving sensitive or complex topics.
- Track engagement metrics through Finalsight and use data to optimize content, subject lines, and formatting; analyze trends year-to-year to inform department goals.

External Communications & Marketing

- Produce the bi-monthly advancement newsletter — writing stories and spotlights, sourcing content across departments, managing the editorial calendar, and ensuring alignment with organizational goals and brand standards.
- Develop marketing materials (print and digital) that build awareness of the school, support enrollment and retention, and position Chartwell as an educational leader.

- Lead the school blog, writing original pieces and collaborating with internal and external voices to co-author posts.
- Own content and copywriting for all admissions marketing materials, coordinating with outside design and print vendors as needed.
- Manage digital marketing tools and channels, including SEO, paid digital/social advertising, and Google Analytics and website performance tracking.
- Own website content and storytelling — writing and updating page copy, program descriptions, and mission-driven content — with the Advancement & Digital Operations Coordinator handling technical CMS updates and maintenance.
- Support event marketing for Thrive and Shine and other major events — event emails and social media content — in support of the Director's lead on the event overall.
- Support fundraising campaign communications, including email and social content tied to giving campaigns and appeals.

Publications

- Lead production of the annual school magazine — content planning, writing, sourcing stories, and coordinating design and print production — reporting to the Director of Advancement and Communications as editor.
- Provide support for the annual donor impact report, coordinating design work with the Director or outside vendors as needed.

Social Media

- Lead content creation and posting across the school's social media accounts.
- Track engagement metrics and adjust content, cadence, and strategy based on data.
- Cross-post advancement stories, blog content, and promotional materials to maximize reach.

Brand Management & Multimedia

- Serve as the school's brand steward — auditing internal and external materials for alignment with visual and tonal guidelines, and providing brand templates and guidance to team members for brand-compliant documents and presentations.
- Capture and produce social-first multimedia content (photo and video) for on- and off-campus activities, events, and programs, editing in Canva (with room to grow into Adobe Creative Suite) and organizing archives in Vidigami alongside the Advancement & Digital Operations Coordinator.

Other

- Support the Director of Communications and Advancement with planning and storytelling around major events (Spring fundraiser, graduation, back-to-school picnic, community breakfast, grandparents and special friends day, and others).
- Perform other duties as assigned by the Director of Communications and Advancement and Interim Head of School.

Small-School Culture

Chartwell is a small, close-knit community. Every team member pitches in beyond their job description when needed — from carline coverage to lending a hand where it's needed that day. Evening and weekend commitments are infrequent, tied to a handful of major school events each year (the fall community breakfast, spring fundraiser, Thrive and Shine, graduation, and similar all-school gatherings), but participation in those events is a genuine expectation of the role.

Qualifications

- Bachelor's degree or equivalent professional experience in Communications, Marketing, Journalism, or a related field.
- 2–4 years of experience in a communications, marketing, or storytelling role; preferably in an educational or non-profit setting.
- Demonstrated experience creating content for organizational social media accounts.
- Exceptional writer and storyteller, with a strong command of tone, narrative, and the ability to anticipate how content will be received across different audiences.
- Proficiency with Canva and a solid design sensibility — comfortable following established brand guidelines and producing polished, on-brand multimedia content (photo and video) for social media; familiarity with Adobe Creative Suite is a plus, with opportunity to grow those skills on the job.
- Knowledge of Finalsite or comparable CMS platforms preferred, or willingness to learn.
- Strong collaborative and interpersonal skills; comfortable partnering across departments and with senior leadership.
- Genuine passion for and interest in Chartwell's mission of educating students with learning differences.

Compensation & Benefits

Pay range: \$80,000–\$95,000 annually, depending on experience and qualifications.

This is a year-round, full-time position — not tied to the academic calendar. Chartwell offers a competitive benefits package, including health insurance, a 403(b) retirement plan, paid time off, and paid holidays.

Submit cover letter and resume to advancement@chartwell.org.

Chartwell School provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.