



Communications Manager

Full-Time / Exempt / **Remote or On-Site** | 1.0 FTE

Salary \$70,000 - \$110,000

Reports to: Director of Advancement and Communications

About Chartwell

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 Manager owns the execution of Chartwell's communications and marketing — the weekly parent newsletter, the school website, admissions content, social media, and the school's photo archive. **This role can be performed remotely or on-site.**

Newsletter & Content

- Write, edit, and send the weekly parent newsletter on a consistent schedule.
- Develop written content for the website, newsletters, and other school communications.
- Write and manage the school blog, publishing regular posts that support storytelling and marketing goals.
- Support communications for the Chartwell Family Network (our parent community), including newsletter content and engagement communications.

Donor & Fundraising Communications

- Support Annual Fund communications, including appeal emails, campaign materials, and social media promotion.
- Write and produce the annual donor impact report, and support content for the annual school magazine in partnership with the Director.

Website

- Manage and update the school website, including page copy, program information, page pops, images, Parent Portal, App, and calendars. (Finalsite)

Digital Marketing

- Manage the relationship with Chartwell's external digital marketing partner, overseeing SEO, paid digital/social advertising, and performance reporting.
- Analyze and report on digital marketing and social media performance.

Admissions & Enrollment Marketing

- Manage project timelines and content direction for admissions and enrollment marketing materials, working in conjunction with an external designer.

Social Media & Visual Assets

- Manage the school's social media accounts, including posting schedule and content.
- Organize, edit, and maintain the school's photo archive.

Parent Engagement

- Manage the Parent Pulse survey process, including distribution, tracking responses, and summarizing results for school leadership.
- Select spirit store merchandise and set up new product listings and store design.

Communications Calendar & Coordination

- Own the communications calendar across newsletter, website, social, and campaigns, ensuring consistent, coordinated messaging.
- Support event communications, including invitations, event-related emails, and social media promotion
- Support event-related content and promotion needs.

Other

- Perform other communications-related duties as assigned by the Director of Advancement and Communications.

Qualifications

- 2–4 years of experience in a communications, marketing, or content-focused role.
- Strong, clear writing and editing skills.
- Experience managing a website (Finalsite or comparable CMS) and social media accounts.
- Comfortable managing outside vendors and evaluating digital marketing performance, even without hands-on execution experience.
- Organized and reliable, with the ability to manage a recurring publishing schedule and multiple concurrent projects.
- Genuine interest in Chartwell's mission of educating students with learning differences.
- Candidates should be prepared to share writing samples and complete a writing exercise as part of the interview process.

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.