



## **Position Description: Development Associate**

*Pajama Program is committed to maintaining a culturally diverse team and strongly encourages qualified candidates from all backgrounds to apply.*

### **Background and Position Overview**

Pajama Program is a national 501(c)(3) nonprofit organization that promotes and supports a comforting bedtime routine and healthy sleep for children to help them thrive. Since 2001, Pajama Program has delivered over 7 million good nights for good days to children facing adversity by providing new pajamas, storybooks, and resources for caregivers. In 2020, Pajama Program enhanced its services by assuming the programs and staff of Sweet Dreamzzz, Inc., a nonprofit widely recognized for its evidence-based sleep health education. Pajama Program offers bedtime resources and sleep education nationwide, as well as through local programs in New York City, Atlanta, and metro-Detroit. To achieve its mission, Pajama Program relies on a national network of volunteers, generous donors, and partnerships with 4,000 community-based organizations across the United States, including Puerto Rico.

The Development Associate is passionate about fundraising and excited by databases. The Development Associate is responsible for contributing to the growth and flexible use of the Salesforce database, Classy fundraising platform, and other integrated systems. This role will fill a critical department need in making sure that data is accurate and input in a timely manner while also interacting with donors as needed. The individual will be responsible for gift processing, database management, donor acknowledgement, volunteer coordination, and event coordination.

The successful candidate will be a collaborative team member. They will look for ways to contribute to the organization and solve problems. They will be organized, detail-oriented, adaptable, innovative, positive, willing to learn, of impeccable integrity, and committed to Pajama Program's mission and core values. Strong communication and technology skills are required. Must exhibit a willingness to learn and to be flexible to meet the needs of the moment.

This position reports to the Chief Advancement Officer and will be based in New York City.

Our competitive compensation and benefits include medical insurance, 401(k), paid parental leave, and flexible work schedules. Pajama Program allows for a hybrid (remote) work environment. This position would need to be in the office (in Midtown NYC) at least one day per week.

### **Essential Functions & Responsibilities.**

- Management of the data within donor management and fundraising systems to provide high quality, consistent data, and reliable development reporting for the department and senior management. Manage dashboards, reports, and custom queries. Work with Director of Operations to ensure Development needs are met.
- Manage acquisition, organization, analysis, updating, and segmentation of donor data to ensure the overall accuracy of the database. Assist with queries and reports and troubleshoot technical program as needed. Conduct prospect research on all new donors to help segment them. Work with

Development and Communications team on list creation and segmentation of constituents for email marketing, appeals, actions, and gifts.

- Mail processing, including opening and sorting mail, scanning documentation, entering gift information into the Salesforce database, processing information related to web gifts, and emailing gift information to various staff members. Regular coordination with Finance to ensure accounts reconcile.
- Serve as the department's Salesforce go-to resource.
- Manage donor acknowledgements: Ensure all donors receive proper acknowledgements, and utilize tools, such as ThankView, to send video acknowledgements. Notify appropriate staff of personal thank you needs.
- Create and implement campaigns on fundraising platform (Classy) and ensuring that it coordinates with Salesforce.
- Assist with donor retention efforts and stewardship.
- Conduct donor, Foundation, and prospect research using existing tools and Internet.
- Ensure volunteers are entered into Salesforce.
- Events & special projects: Provide support for annual events, donor events/programs (virtual & Center-based), as well as participate in innovation of new engagement opportunities.
- Other duties as assigned by the Chief Advancement Officer.
- Have a passion for Pajama Program's mission, vision, and values.

**Salary range: \$55,000 - \$60,000 per year**

**Qualifications**

- BA/BS degree or equivalent, and 2 years of experience relevant to the position.
- Creative problem-solver who can be flexible in meeting job requirements.
- Excellent communication skills, including presentation/public speaking.
- Detail oriented, well organized, able to manage multiple tasks.
- Ability to recognize information that requires confidentiality and treat it accordingly.
- Skilled in Office 365 (particularly Word, Excel and PowerPoint).
- Previous use of Salesforce NPSP (Salesforce Admin a plus)
- Knowledge of Classy preferred
- Technological and communications ability to translate data into information

*Pajama Program is a ★★★★★ Charity Navigator charity in an elite class of 1% of nonprofits with the highest ranking for 12 consecutive years, and meets the Better Business Bureau's 20 Charity Standards, the highest ranking.*

*Pajama Program is an Equal Opportunity Employer and complies with the Americans with Disability Act.*