



Position Description: Director of Marketing and Communications

Pajama Program is committed to building 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 that was founded in 2001. Our mission is to promote equitable access to healthy sleep so all children can thrive. We believe a comforting bedtime routine sets the stage for healthy sleep and a good night, which in turn helps children thrive because they wake up ready for a good day: **good nights are good days**. Our core values are equity, impact, and community.

We focus our work on reaching children exposed to adversity in every state and Puerto Rico. To do this, we distribute new pajamas and books through 4,000 Community Partners, which include shelters, foster-care agencies, Head Start, and Title I schools; we engage a national network of volunteer Chapter Presidents to help coordinate donations; we invite children to visit our Centers in New York City, Detroit, and Atlanta, virtually and, when we can, in person; and we provide sleep health education programs to children, caregivers, and teachers. Visit us at pajamaprogram.org

JOB RESPONSIBILITIES

The Director of Marketing and Communications is responsible for the planning, development and implementation of all of Pajama Program's marketing strategies, communications, and public relations activities, both external and internal. As part of the larger Development and Communications team and reporting to the Chief Advancement Officer, this person will be responsible for tying all marketing activity back to DevComm revenue goals and keeping the big picture in focus. The ideal candidate has experience with rebranding, strong demonstrations of building and growing digital communities to drive engagement and revenue, is creative with the strategy and messaging needed across various platforms and has a proven record of meeting ambitious goals.

This position reports to the Chief Advancement Officer and will be based in metro-New York (hybrid).

Strategy & Management

- Develop, implement, and evaluate an annual strategic marketing and communications plan (which follows the organizational strategic plan) demonstrating the organization's impact and inspiring others to invest in our work
- Responsible for the achievement of the goals and objectives of the MarComm Plan; which includes revenue and digital community engagement KPIs
- Ensure that the appropriate systems, staffing, and procedures are in place to properly and reasonably support MarComm
- Develop and present budget for MarComm activities and oversee maximizing the spenddown of the budget throughout the fiscal year
- Manage MarComm staff and external MarComm vendors/consultants

Brand Management

- Oversee a rebrand and ensure that brand identity and the marketing and communications strategy are infused in all organizational efforts
- Develop, implement, and evaluate digital marketing campaigns to support the organizational strategic goal to create stronger brand and mission awareness; leveraging key calendar moments like the holiday giving season, Sleep Awareness Month, Head Start Month, Foster Care Month, and Back to School

Content Strategy and Management

- Oversee the development, design, distribution, and maintenance of high-quality print and electronic collateral including, but not limited to annual report, funder materials, brochures, presentations, newsletters, and program materials

- Lead the strategy and generation of engaging digital content for Pajama Program’s website, social media and email channels that leads to measurable community engagement and revenue conversions
- Partner with Executive Director and Chief Advancement Officer and collaborate with other staff to develop messaging for presentations and campaigns and turn complex ideas into accessible, actionable, and compelling information
- Oversee the growth of Pajama Program’s content library, leading the production and cultivation of photos, graphics, videos, and written collateral that bring our story to life

Press and Public Relations

- Identify trends, monitor current events and influencers to anticipate opportunities for Pajama Program to engage in and/or lead the national conversation on equitable sleep for children
- Guide the strategy on press outreach, including messaging in press releases, creation of press kits and materials, interview preparation, and responses to media requests
- Develop close partnerships with members of the media

SKILLS & QUALIFICATIONS

- 6+ years of professional experience, including leading the communications, marketing, social media and public relations activities in a corporate, agency, or nonprofit environment
- Proven track record in developing a broad spectrum of proactive media relations campaigns and demonstrated ability to communicate effectively to diverse audiences
- You’re digitally savvy – you see the power of digital tools to build relationships and raise funds. You actively follow social media trends, and you love being online.
- Re-brand experience and nonprofit MarComm experience, a plus
- Strategic thinker and executer, working with and leading your team
- You have exceptional judgment and emotional intelligence. You’re a careful listener and can read the room. Personal qualities of integrity, credibility, and a commitment to Pajama Program’s mission.
- Demonstrated resourcefulness in setting priorities, proposing new ways of creating efficiencies, and guiding investment in people and systems
- Flexible and a self-starter; able to manage multiple concurrent projects while also being highly detail-oriented with an attention to quality
- You hold a bachelor’s degree in a relevant field and/or have relevant work experience.
- You are legally authorized to work in the United States by the first day of employment

Compensation range: \$90,000 - \$110,000 based on experience. Excellent benefits (health insurance, 403(b), generous PTO).

Interested candidates please submit a cover letter and resume to jobs@pajamaprogram.org.

Our competitive compensation and benefits include medical insurance, 403(b), paid parental leave, and flexible work schedules. Pajama Program allows for a hybrid (remote) work environment.

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.