



Position Description: Director of Communications and Marketing

Position Overview:

Pajama Program is seeking a Director of Communications & Marketing to contribute to and execute on the organization's strategy and grow our audience, reach, brand awareness to help drive fundraising results. A new position, the Director of Communications and Marketing will take responsibility for using traditional and digital marketing and public relations tactics to communicate the organization's message and mission.

This position reports to the Chief Advancement Officer.

Salary range: \$90,000 - \$105,000

This can be a fully remote position, but we are seeking a candidate who would have a reasonable commute to our New York City Office. Preference will be given to candidates in the NYC/tri-state metropolitan area.

About us:

Pajama Program is a national 501(c)(3) nonprofit that was founded in 2001. Our mission is to promote and support a comforting bedtime routine and healthy sleep for all children to help them thrive. We believe a comforting bedtime routine sets the stage for healthy sleep and a good night, which in turn help 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 over 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 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

Essential Functions & Responsibilities

- As a key member of Development and Communications team, the Director of Communications and Marketing will be responsible for the strategy and execution of the communications needs of a growing organization.
- Manage Pajama Program's public relations, thought leadership, and assist with influencer/celebrity engagement efforts (Dream Team Ambassadors).
- Identify opportunities to place Pajama Program's work in traditional/social media outlets that reach donors.
- Develop and implement a content/communications calendar, demonstrating the organization's impact and powerfully inspiring others to invest in our work.
- Work with the team to manage digital campaigns, leveraging key calendar moments like the holiday giving season, Sleep Health Awareness Month, Head Start Month, Foster Care Month, and Back to School.
- Oversee development of all Pajama Program marketing and communications materials, working closely with others to create, update, and circulate materials to internal stakeholders and Pajama Program partners. This includes but is not limited to writing appeals, social media posts, and marketing materials.
- Oversee and steward the growth of Pajama Program's content library, leading the production of photos, graphics, videos, and written collateral that bring our story to life.
- Collaborate with team members on the creation of compelling digital and print products to reach a variety of audiences.
- Working closely with other team members, steward the Pajama Program brand, and set and maintain brand guidelines for others to follow.
- Manage and mentor the Marketing Communications Associate.
- Travel on occasion.

Qualifications:

- You have at least 5 years of experience managing aspects of a communications strategy and/or marketing program in a corporate, agency, or nonprofit environment. Prior experience at the manager level is essential.
- You are passionate about telling and sharing stories.
- You know how to turn complex ideas into accessible information – verbally and in writing. You know how to move people with your words.
- At least 3 years' experience pitching stories to media and established journalist relationships.

- You have a keen understanding of marketing and public relations metrics and how to apply them.
- You have a solid understanding of graphic design.
- You have outstanding interpersonal and relationship management skills and an ability to maintain strong professional relationships with a wide array of individuals in person and by writing and phone.
- 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.
- You have exceptional judgment and emotional intelligence. You're a careful listener and can read the room. You demonstrate personal integrity and dedication.
- You hold a Bachelor's Degree in a relevant field or relevant work experience.
- You are legally authorized to work in the United States by the first day of employment.

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

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.

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.