



Position Description: Director of Public Relations and Communications

Position Overview

Pajama Program is seeking a Director of Public Relations and Communications to contribute to and execute on the organization's strategy to grow our audience, brand awareness, and reach to help drive fundraising results. A new position, the Director of Public Relations and Communications 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 position will be based out of Pajama Program's New York City office. The employee may work remotely but must be able to come to the office and Pajama Program Center (midtown) periodically for meetings and occasional events.

About Us

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 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, Atlanta, and Detroit, as well as virtually; and we provide sleep health education programs to children, caregivers, and teachers. Visit us at pajamaprogram.org

Essential Functions & Responsibilities

- Assume responsibility for the strategy and execution of public relations and communications for a growing organization.
- Develop and implement a strategic communications plan, demonstrating the organization's impact and inspiring others to invest in our work.
- Manage Pajama Program's public relations, thought leadership, and Dream Team Ambassadors program (celebrity/high-profile individual engagement program)
- Identify opportunities to showcase Pajama Program's work in traditional/social media outlets that reach donors.
- 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.
- Coordinate media interviews and prepare key staff to meet journalists (including media training).
- 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 team members 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 and cultivation 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 collateral to reach a variety of audiences.
- Work closely with team members to steward the Pajama Program brand and set and maintain brand guidelines for others to follow.
- Manage and mentor the Marketing Communications Associate.
- Travel as needed.
- Other duties as assigned.

Qualifications:

- Minimum 5 years' experience managing a PR/communications strategy and/or marketing program in a corporate, agency, or nonprofit environment.

- Minimum 5 years' experience pitching stories to media and established journalist/influencer relationships.
- Previous experience working with a non-profit preferred. You have a keen understanding of public relations, communications, and marketing 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 and/or have 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, 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.