



Position Description: Marketing and Digital Media Manager

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.

The Marketing and Digital Media Manager will report directly to the VP of Marketing and Communications and serve as the digital media storyteller and content strategist to increase visibility and reflect the value of Pajama Program's work across a variety of media channels and with various stakeholders.

About you: you are an enthusiastic storyteller who is passionate about children and amplifying a mission to build an engaged digital community and drive revenue to support the organization. You love being creative with video, photography, and digital assets to share a story and know how to keep a large community feeling engaged through creative digital storytelling techniques.

This position reports to the VP of Marketing and Communications and will be based in metro-New York (hybrid). Our hybrid model does not require weekly time in the office but be commuting distance from our NYC based office and Center as needed.

Essential Functions & Responsibilities:

- In coordination with the VP of Marketing & Communications, plan, execute, and manage all digital marketing, including SEO, SEM, email marketing, and social media
- Create and manage content for organization's social media, emails, and other forms of digital communication
- Oversee all social media accounts, including Facebook, LinkedIn, Instagram, and YouTube as well as launching new channels in alignment with marketing and communication goals
- Collaborate with and support the Development team to create and implement digital campaigns that drive revenue for the DevComm team's annual goal (i.e., \$3 million in FYE 2024)
- Maintain consistent brand messaging across all social channels
- Work with staff, volunteers, community partners, and other stakeholders throughout our sites to maintain organization's digital presence
- Prepare reports and analytics on the overall performance of various marketing campaigns, including ROIs and KPIs
- Maintain detailed analytics of ongoing marketing and digital media performance
- Keep the organization's photo, video, digital assets, and testimonial collection up to date
- Develop consistent communications across external social media channels, boosting posts, and testing ads where appropriate
- Maintain an editorial calendar to deliver targeted content
- Working in Wordpress, ensure the organization's website is up to date and functioning
- Perform special projects and other duties as assigned



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Skills & Qualifications:

- Social media savvy, with a passion for staying on top of trends
- Proficiency in photo and video editing software
- Experience with SEO and SEM strategy and keyword research
- Understanding of website analytics tools, such as Google Analytics
- Familiarity with Salesforce, Campaign Monitor, or other email marketing software a plus
- Detail-oriented approach to work with strong organizational skills
- Ability to work both independently without close oversight, but also function as a team player who will take initiative and manage multiple tasks and projects concurrently
- Skilled in digital content creation, storytelling, and content strategy
- Personal commitment to, understanding of, and enthusiasm for Pajama Program's mission and vision
- You have a flexible approach to work with the willingness to work some evenings, if needed
- 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: \$65,000-\$75,000 based on experience.

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 and offers generous PTO, along with sick and bereavement leave policies.

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.