

Marketing Intern Job Description

About Pajama Program:

Pajama Program is a national 501(c)(3) nonprofit organization 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, and

Pajama Program provides new pajamas and books, sleep health education, and caring connections to help children facing adversity have Good Nights for Good Days. When children follow a bedtime routine, feel comfortable and secure at night, and get the sleep they need, they are more likely to be healthy, happy, and ready to learn. We work with thousands of Community Partners – shelters, foster care agencies, Head Start, Title I Schools, and more – across every state including Puerto Rico. Through nationwide programming, and focused efforts in New York City, Atlanta, and metro-Detroit, we provide children and their caregivers with materials, information, and support to help make bedtime better.

Pajama Program is proud to be an equal opportunity employer, committed to inclusive hiring, and dedicated to diversity in its work and on its staff. We strongly encourage candidates of all identities, experiences, orientations, and communities to apply.

Background and Position Overview:

We seek a part-time Marketing Intern to help clear a backlog of work in our Marketing and Communications department. Reporting to the Marketing and Communications Associate, the Administrative Intern will organize files, track and analyze social media statistics, monitor Pajama Program's online presence, and conduct research on various topics as needed, among other tasks. Candidates that can work in a hybrid format or fully in-person are preferred, though exceptions can be made in special circumstances.

Duties May Include:

- Digitally labeling and organizing volunteer reading videos on our Virtual Community Bookshelf
- Organizing photos on our shared drive
- Updating descriptions of Pajama Program on other websites
- Maintaining company record of social media/email/website statistics/performance, as well as possibly conducting analyses of said data
- Assisting other departments as needed

Skills Required:

- Ability to collaborate and follow instructions
- Willingness to ask questions when necessary
- Organization skills
- Strong writing and verbal communication skills
- Tech savviness

Qualifications:

- Must be a current student working towards a Bachelor's degree
- 0-1 year of office administration experience
- Can commit to working 10-15 hours a week
- Familiarity with social media platforms (Facebook, Instagram, LinkedIn, Twitter)
- A commitment to and enthusiasm for Pajama Program's mission

Bonus Points:

- Owns a computer and has strong internet connection

Benefits:

- Opportunity to learn about and assist in the operations of a nationally recognized nonprofit
- Connection with compassionate, hardworking, and experienced nonprofit leaders and professionals
- Provide essential and greatly appreciated (!) help to a growing organization
- Opportunity to gain course credit, depending on school guidelines

Applicants should email a cover letter, which describes the candidate's fit with the job description, and resume to jobs@pajamaprogram.org and indicate "Marketing Intern" in the subject line. No telephone inquiries, please.

Pajama Program has earned a ★★★★★ rating from Charity Navigator for 12 consecutive years, in a class of only 1% of charities that have earned this transparency and efficacy distinction. Pajama Program meets the Better Business Bureau's 20 Charity Standards, the highest ranking for nonprofits.

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