

## POSITION SPECIFICATION

### Senior Director of Development

#### [Pajama Program](#)

New York, NY

### ABOUT THE ORGANIZATION:

Guided by the belief that **good nights are good days**, Pajama Program promotes and supports comforting bedtime routines and healthy sleep for all children. With a focus on reaching children exposed to adversity in every state and Puerto Rico, Pajama Program distributes new pajamas and books through over 4,000 community partners, including shelters, foster-care agencies, Head Start, and Title I schools. Pajama Program also provides sleep health education programs to children, caregivers, and teachers; and invites children to visit their Centers (virtually and, when possible, in person) in New York City and Atlanta.

### ABOUT THE OPPORTUNITY:

Pajama Program seeks an experienced, creative, and driven **Senior Director of Development** ('Senior Director') to establish and lead a comprehensive and ambitious fundraising program and drive departmental strategy and day-to-day activities. The Senior Director will build, implement, and oversee all fundraising activities and special events with a goal of significantly growing and diversifying philanthropic income.

Reporting to and working in close partnership with the Executive Director, the Senior Director will manage the Development and Communications team. Additionally, the Senior Director will collaborate with the Board of Directors and Executive Director to identify and steward relationships with key local and national stakeholders, including Board members, major donors, and corporate partners.

Key responsibilities include:

- Drive and support organizational goals as a member of the executive leadership team.
- Lead the Development and Communications Department; manage and develop each team member's skills and motivate the team to clear outcomes.
- Identify, research, engage, and solicit new donors, including corporate and foundation partners, individuals, and major gift prospects.
- Oversee and manage annual campaigns such as the year-end appeal, lapsed donor appeal, peer-to-peer, and influencer campaigns.
- Collaborate with staff, Board members, and volunteer leaders to plan the annual gala and other events by stewarding sponsors and attendees and developing event materials.
- Partner with and advise Board members in identifying and researching new Board prospects and support the Board Development Committee.
- Communicate and coordinate with the program team regularly to keep informed about program activities as they relate to funding needs and reporting.

**ABOUT THE SUCCESSFUL CANDIDATE:**

The ideal candidate is a results-oriented fundraiser and skilled manager who brings a track record of working with boards, donors, and a diverse team of professionals to set and meet ambitious fundraising goals. Additionally, the Senior Director will bring:

- Personal commitment to and understanding of Pajama Program’s mission and vision to serve the wellbeing of children and families everywhere.
- 7+ years of experience in nonprofit fundraising, including managing other fundraising professionals.
- Demonstrated ability to design and implement a successful fundraising program as well as individual campaigns.
- Experience securing and stewarding local and national corporate sponsors.
- Track record of securing major gifts from individuals (5-7 figures preferred).
- Excellent written, verbal, interpersonal, and presentation skills with varied audiences and stakeholders.
- Proven project management skills with outstanding organization, attention to detail, and strong follow-up.
- Experience in leveraging Salesforce to maximize fundraising.

**EDUCATION:** Bachelor’s degree required.

**COMPENSATION:** \$120,000-\$140,000. Salary and benefits are competitive and commensurate with experience.

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

To apply, please submit your cover letter and resume in confidence to:

[pajamaprogram@sandlersearch.org](mailto:pajamaprogram@sandlersearch.org)