



Executive Profile **Director of Engagement**

Director of Engagement

Overview

[PJ Library](#), a flagship program of the [Harold Grinspoon Foundation](#) (HGF), was launched with a humble beginning in 2005 in Western Massachusetts, sending children's books about Jewish holidays, culture, and values. Today, PJ Library has grown into an internationally recognized, \$40M global cultural literacy venture that partners with philanthropists and Jewish communities around the world to provide families raising Jewish children ages 0-12 with the gift of free, high-quality children's books and other resources that foster a deeper connection with Jewish life.

PJ Library has been recognized as one of the most impactful programs impacting lifelong Jewish identity and connection. In 2020, Keren Grinspoon Israel received the [Library of Congress Literacy Award Best Practice](#) Honoree and in 2018, Harold Grinspoon and PJ Library received the [Sydney Taylor Body-of-Work Award](#).

The Opportunity

HGF is seeking a [Director of Engagement](#) who **thinks strategically, communicates with clarity, empowers a professional team**, and **shares a love of Jewish community** and Jewish stories. The successful candidate will have **a passion for relational engagement** and will bring a deep understanding of Judaism and Jewish education, global Jewish communities, Jewish identity formation, and the Jewish philanthropic landscape. These qualities and expertise will be a valuable asset in leading the international team tasked with nurturing an ecosystem of opportunities for families to connect with each other and to Jewish community.

The Director will play an integral role on the PJ Library management team and lead the evolution and articulation of the program's family engagement strategy. Around the world, more than 200 partner organizations and at least as many professionals and parent connectors are connecting the next generation of families with Jewish life under the PJ Library banner.

The Director of Engagement will build upon an already successful engagement framework, with the goals of:

1. Deepening professional development for local professionals and parent connectors.
2. Clarifying and deepening the role that HGF plays in engaging families directly.
3. Expanding opportunities for families to connect with another step on their Jewish journey.

This is a full-time position, reporting to the Managing Director of PJ Library.

The salary range for this role is \$180,000 - \$200,000.

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Regular presence in the HGF home office in Agawam, Massachusetts, USA is preferred. Remote candidates will be considered, with a preference for candidates in the Northeast USA able to commit to regular visits to the home office. The Director will frequently represent HGF and PJ Library externally in various settings, with some travel required.

Responsibilities

- Oversee and manage the engagement team (seven FTE), responsible for:
 - Coaching and supporting nearly 200 North American community partners, in coordination with the HGF advancement team
 - Designing and offering professional development opportunities for local professionals
 - Awarding and stewarding a portfolio of organizational grants
 - Implementing the Get Together micro-grant program
 - Engaging families online
 - Creation of content for the Annual PJ Library International Conference.
- Work with trustees and stakeholders to articulate an innovative, dynamic family engagement strategy.
- Identify and pursue partnerships with external organizations to advance this strategy.
- Partner with the Managing Director to lead diversity, equity, and inclusion initiatives.
- Partner with the Director of Content to ensure that content and engagement strategies and activities are mutually enhancing.
- Partner with the PJ Library marketing team to increase the number of families enrolled in the program.
- Support fundraising efforts as needed. This will likely include 1:1 meetings, group presentations, and contributing to grant proposals and reports.
- Represent PJ Library externally, including media requests and at professional gatherings.
- Maintain open and collaborative relationships with directors and engagement leads for PJ Library programs in other regions of the world, including Israel, Latin America, Europe & Africa, Australia & New Zealand, and the Former Soviet Union.
- Work closely with the Managing Director to set and manage the annual program budget and track income and expenses.
- Regularly report program activity to the Managing Director and HGF Board of Trustees, as requested.
- Foster a supportive and collaborative work culture across the engagement team.

Essential Skills and/or Experiences

- 10+ years of non-profit management or related experience.
- A commitment to PJ Library's goals.
- Experience with relational engagement, ideally with a young family audience.
- Deep knowledge in the areas of Jewish tradition and the breadth of Jewish practice.
- Experience in managing a team, including remote staff.
- Skill in strategic planning and strategy implementation.

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- Excellent communication skills (written and oral), including superior public speaking ability.
- Ability to work collaboratively and foster teamwork.
- Proven ability to thrive in a fast-paced, entrepreneurial environment.
- A history identifying and leveraging data to inform key-decisions.
- Demonstrated success in maintaining meaningful lay leader and donor relationships.
- *Preferences for candidates who have one or more of the following:*
 - Existing relationships with Jewish educational and communal organizations
 - Experience with Salesforce CRM
 - Familiarity with global Jewish communities, inclusive of Israel
 - Familiarity with early childhood education and/or experiential education
 - Experience with Jewish federation planning and allocations process.



"...Having PJ Library in Brazil will change the future of the Jewish community here. With more access to Jewish Children's books, kids in the Amazon can feel more connected to the larger Jewish community through PJ Library while also sharing the experience with other Jewish children in their region. And with so many of the eligible children in the Jewish Amazonian community already signed up for PJ Library, it's clearly a hit with adults and kids alike..." says Anne Benchimol, Vice President of the Amazon's Jewish Committee for the Beit Yaacov Rebi Meyr Synagogue

About PJ Library

PJ Library starts with a simple vision: Take the time-honored global ritual of parent-child bedtime reading and enhance it with books that showcase the joys and values of Judaism.

The result: inspiring families to connect more deeply with their heritage and their communities.

For more than 15 years, PJ Library has been empowering families raising Jewish children. Today, PJ Library programs operate in more than 35 countries and in 7 different languages. Whether in Moscow, London, New York City, or Bogota, Jewish parents are signing up for a monthly Jewish experience to share with their children.

Evidence shows PJ Library influences and impacts how families engage with Jewish identity and Jewish life – vital steps in pursuing the long-term goals of Jewish continuity and a strong global Jewish community. Layering on the challenges already inherent in raising children, many parents raising Jewish children don't know how to access Jewish opportunities or resources.

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Many worry they don't have the knowledge or experience to guide or support their children's Jewish upbringing. Two in five PJ Library families have a household member who did not grow up Jewish and 86% of intermarried PJ Library parents say that PJ Library influenced their family's decision to learn more about Judaism.

These challenges were exacerbated by the pandemic, but the obstacles it has presented to Jewish home lives are not new. Isolation and living far from Jewish community are facts of life for thousands of Jewish families. Parents were overstretched and exhausted before the pandemic, and many will continue to struggle to find the time, energy, or knowledge to infuse their home lives with Jewish concepts and practice. Local Jewish organizations have modest budgets and limited resources with which to seek out new families and develop innovative new programs for involving families in Jewish community.

These are the very obstacles PJ Library is designed to help families overcome.

Measurable Impacts

In addition to ongoing data collection that informs PJ Library's direction, every three to four years, along with an external evaluator, they conduct a family study.

The most recent such study took place in 2019. Findings across the US and Canada illustrate how PJ Library is supporting families in connecting to Jewish life. 88% of families surveyed see PJ Library as a valuable parenting tool.

Other findings:

- 81% of respondents reported that PJ Library has increased their knowledge or familiarity with Jewish traditions, values, and/or customs.
- 86% of respondents reported PJ Library has increased their confidence in engaging with their children about Jewish traditions and values.
- 94% of respondents reported PJ Library has supported their family in having conversations about Jewish traditions, values, and/or customs.
- PJ Library is helping families take action, with 89% of respondents reporting PJ Library supported their family in building upon or adding a Jewish tradition to their home life.

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"I want to thank PJ Library. Each month my granddaughter and grandson ... get a new book from PJ Library. This is one of the very few connections we have with our Judaism. Jews are few and far between in Alaska. We live about an hour's drive from our synagogue and are not able to afford to go there except High Holidays, and usually only one time for that...Each month the children look forward to the book PJ Library sends. The explanations on the inside cover are wonderful teaching tools that help us explain our Jewish heritage to our grandchildren. Not only are the stories and pictures first rate, but they teach our

Jewish values in a way that makes these lessons easy for the children to grasp." - PJ Library grandparent, Alaska

Key Goals for PJ Library through August 2024

PJ Library must keep growing and innovating in response to family and community demand. Philanthropic support will allow this program to achieve the following goals:

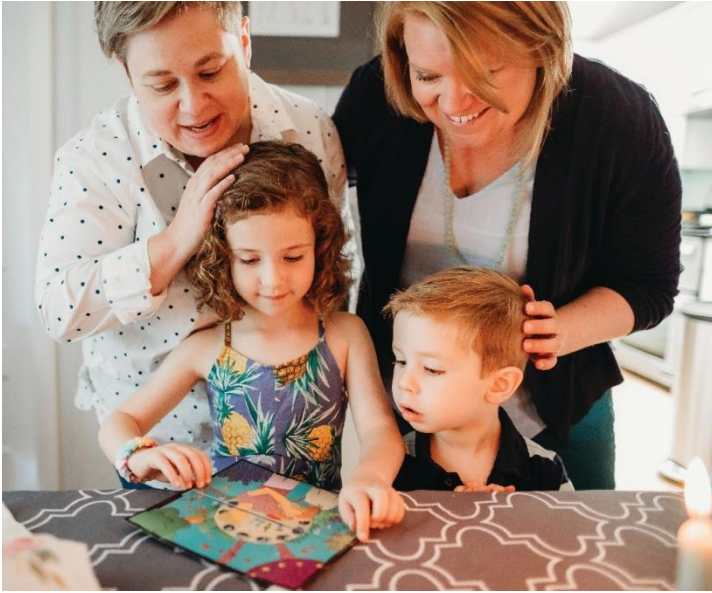
1. **Grow boldly:** Grow by 20% outside of Israel and launch one new country each year
2. **Put parents at the center:** Double the number of communities harnessing parent leadership as an ongoing element of their PJ Library program and triple the number of PJ Library parents hosting Jewish gatherings with other families
3. **Invest in content and content creators: Produce more excellent content for PJ** Library programs, introduce 10 titles originating in or inspired by Israel into global PJ Library programs and introduce 10 titles that touch on themes identified in PJ Library's Content Framework currently underrepresented in our lineup

Examples of Current Engagement Programs

The first [PJ Library Parent Connector](#) programs launched in 2017, and have emerged in more than 40 communities in the US and Canada. Parent connectors are PJ Library parents paid on a part-time basis to work towards the following goals:

- Identify and meet new families
- Build meaningful relationships with and among families
- Connect families to resources and opportunities in the larger Jewish community
- Design engaging, accessible programming for local families

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The [PJ Library Get Together](#) experience brings families together to celebrate and explore Jewish culture and values. Created and curated by PJ families, these events sample the Jewish experience from food to music to more. Families hold Havdalah Pajama Parties, celebrating the end of Shabbat with friends from school, camp, or the neighborhood. Families gather for themed seders exploring a world of Passovers, and more. These small moments forge a foundation for deeper Jewish engagement, deepening Jewish friendships, and a stronger feeling of community. Since inception, 21,000 families have participated in over 7,000 incentivized Get Togethers.

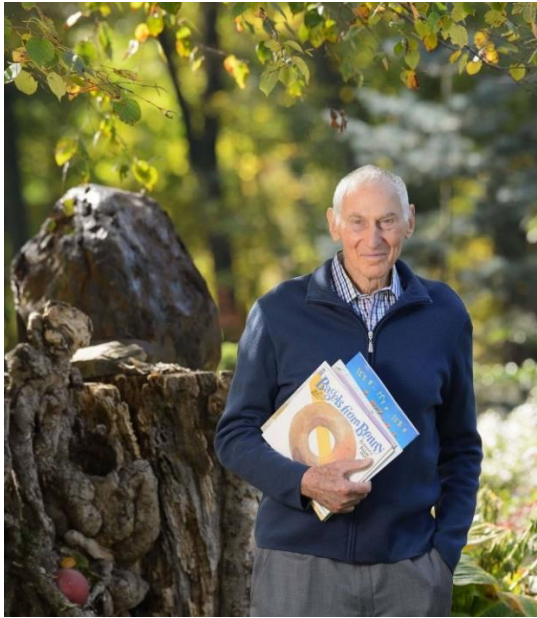
The impact of these gatherings has shown:

- Holidays (outside of Shabbat) are the primary drivers of Get Together (64%). A smaller percentage gathered for Shabbat (15%), for purely social activities (15%), and lastly for family volunteering opportunities (5%).
- 77% of host families invited guests with whom they don't often socialize.
- 58% of Get Togethers included interfaith families as hosts or guests.

The Harold Grinspoon Foundation

Since 1991, the [Harold Grinspoon Foundation](#) has invested more than \$320 million in programs that make Jewish life and Jewish community more vibrant and more connected. Today the Foundation supports an assortment of innovative programs – with the newest initiative always just a spark of inspiration away.

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Founded by real estate guru and successful businessman, Harold Grinspoon, the Harold Grinspoon Foundation is one of the most entrepreneurial and business-oriented non-profits in the nation.

Born in 1929, Harold Grinspoon grew up in Newton, Massachusetts. He received lessons in anti-Semitism wherever he turned—from the schoolyard bullies calling him names to the Boy Scout leader on whose door hung a sign reading: “No dogs or Jews.”

“Not having any money growing up,” he said, “I had a respect for wealth.” After a variety of efforts, some successful, many not, at 30 years old, he bought a multifamily house, fixed it up, and rented it. Then he bought another, and the company he created, Aspen Square, is now one of the top 50 privately held property investment and management firms in the U.S.

<https://www.tabletmag.com/sections/community/articles/harold-grinspoon>

In May 2015, Harold joined Warren Buffett and Bill and Melinda Gates in signing [The Giving Pledge](#), a commitment to dedicate the majority of his wealth to philanthropy.

Based in the Springfield, MA/Greater Hartford, CT area, HGF employs over 150 employees and offers national and international philanthropic programs that range from enhancing Jewish life throughout the US and the globe.

The Foundation offers the stability of a thirty-year established organization, while also offering the creative, exciting, and fast-paced nature of a start-up, and the long-term growth opportunities inherent in an endowed Foundation committed to serving its target markets for decades to come.

The Foundation's philosophy is infused with Harold's business acumen: visionary ideas, dynamic partnerships, a focus on return on investment, and a drive to understand and meet the needs of people served.

EEOC

HGF is an equal opportunity employer. The foundation celebrates diversity and is committed to creating an inclusive environment for all employees. Furthermore, it does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor.