

## PJ Library Melbourne Coordinator Job Description

### Introduction

[PJ Library](#) is an award-winning Jewish engagement program. Through the monthly gift of Jewish children's books and music to families raising Jewish children, PJ Library brings Jewish conversations into the home and connects families to Jewish experiences to strengthen Jewish identity.

PJ Library is the preeminent Jewish early engagement program, reaching the largest number and broadest cross-section of young Jewish families of any program to date. In NSW/ACT 1200 families currently receive books. In 2015, PJ Library NSW/ACT engaged over 2000 people through its "Beyond the Books" program.

PJ Library is funded in part internationally by the [Harold Grinspoon Foundation](#). In Australia, PJ Library is made possible through the generous support of [Shalom](#), [JCA](#), [The Pratt Foundation](#), [The Besen Family Foundation](#), and The Victor Smorgon Charitable Fund.

### Our Vision

The vision of PJ Library Australia is to ensure a future in which families raising Jewish children are meaningfully and actively engaged in Jewish learning and community.

### Role and Responsibilities

The PJ Library Melbourne Coordinator is responsible for developing the Victorian PJ Library market and supporting the nationwide expansion and development of PJ Library.

Specific responsibilities include:

1. be involved in strategic planning for PJ Library Australia;
2. collaborate with the entire PJ Library Australia team to develop, execute and manage the PJ Library digital engagement strategy;
3. develop and execute a comprehensive marketing strategy to promote family subscriptions to the PJ Library program;
4. build relationships with schools, other learning institutes and communal organisations to promote PJ Library and the use of PJ Library materials;
5. develop and execute a comprehensive calendar of 'Beyond the Books' educational programming;
6. be accountable for and manage the PJ Library Melbourne programming and marketing budgets;
7. be comfortable engaging with key stakeholders and donors and helping to manage important relationships;
8. handle all PJ Library media publicity in conjunction with the PJ Library Director;
9. provide periodic reports and updates to the PJ Library Director and other stakeholders;
10. ensure that office and storage spaces are clean and commensurate with the WHS guidelines;
11. attend and participate in periodic PJ Library Australia team meetings; and
12. remain connected to contemporary thought, research and trends relevant to the PJ Library demographic.

### Employment

The PJ Library Melbourne Coordinator is employed by and is a staff member of [Shalom](#), an organisation based in Sydney. The PJ Library Melbourne Coordinator will, in the first instance, work from [The LaunchPad Hub](#) in Malvern, Melbourne.

This is a permanent part-time position of 16 hours per week with capacity to grow in Year 2 and beyond. Flexibility around these hours will be required, from time to time, to accommodate for work commitments outside of regular business hours.



## Attributes and Skills

The PJ Library Melbourne Coordinator will:

- possess strong personal engagement capacities and interpersonal and communication skills;
- bring creativity and innovation to their work;
- demonstrate an aptitude for cross-communal marketing and PR;
- be highly organised and display effective time management skills;
- be proficient in basic computer office skills;
- be confident and competent in event design, delivery and evaluation;
- be able to work independently, demonstrate initiative and work collaboratively with others;
- be accountable for the quality and integrity of their conduct and output;
- be sensitive to and display a thorough understanding of the needs of both young children and families;
- be a strategic thinker and bring a sense of creativity and innovation to their work; and
- display familiarity with the local Jewish community and possess a passion for Jewish education, engagement and identity.

## Reporting

The PJ Library Melbourne Coordinator will work with, be supervised by and report to the PJ Library Director based at Shalom in Sydney.

## Benefits

The PJ Library Melbourne Coordinator will be:

- granted 20 days of annual leave (pro rata);
- entitled to take days off work for the 'non-working' Jewish holidays (*chaggim*).