



## **Interpretative Signage Assistant**

**BRANCH:** Learning & Engagement / Wildlife & Science

**POSITION:** Interpretative Signage Assistant

**HOURS OF WORK:** approximately 40 hours per week (evening, weekend, and shift work required)

**POSITION DURATION:** approximately May to August

**PAY RATE:** \$13.15- \$14.00/hr

**BASIC FUNCTION:** The Toronto Zoo is seeking a candidate to fill one position of Interpretative Signage Assistant, contingent on funding approval. The candidate will work closely with the Editorial team to identify topics and core themes for interpretive signage and conduct preliminary research, source photographs, develop signage headers, produce content, and assist with design ideas for panels. The candidate will gain experience and guidance throughout the development and design processes of interpretive signage.

The primary duties of this position are to develop interpretive content, assist with design ideas, and submit requests to install interpretive signage. The candidate will investigate the most effective ways of communicating narratives about wildlife and conservation action to the public and ways to better integrate messaging such as success stories versus general factual information. The candidate will explore ways to incorporate more technology into exhibit interpretation to enhance the guest experience.

### **RESPONSIBILITIES:**

- Meet with the Zoo's Editorial team to identify signage needs and determine the concept and theme required
- Work on planning for the development of interpretive text/copy (storylines) by conducting a series of semi-structured interviews with the Toronto Zoo staff. (Interviews will yield a wealth of information about essential elements that the staff feel ought to be included in the signage.)
- Conduct literature review and interviews regarding the best practices by which to design and build the signs, where the signs should be located, and how interpretive signs should be designed that is in keeping with the aesthetic of the Toronto Zoo
- Obtain general facts on animals and background information
- Research in-situ and ex-situ conservation efforts of various animals
- Explore ways to incorporate more technology into exhibit interpretation
- Write to illustrate an interpretive theme
- Develop and write to accomplish interpretive objectives: learning, behaviour, emotional
- Follow the Zoo's signage templates, including C-blades and Principal Species Signs (including backlits)
- Ensure each sign, with the exception of C-blades, should relay a theme & ideally support a larger theme for that exhibit area/the Zoo in general (related to the Zoo's strategic and interpretive plans).
- Follow the Interpretive Signage Style Guide and Word List based on The Chicago Manual of Style and the Canadian Oxford Dictionary, as well as the Interpretive Writing Techniques (e.g. word counts, etc.)
- Meet with the Editorial team to review the text copy (storylines)
- Make modifications to text copy as required in a timely fashion
- Meet with the Editorial team and review the final text for sign-off
- Develop draft prototypes of signage using Adobe InDesign

- Meet with the Editorial team to review the prototype signage
- Submit service requests to have graphics installed onsite
- Maintain the active Graphics List and update as work is completed
- Microsoft Office SharePoint, a document management and storage system, is to be used to save working files, including draft and final copy
- Other duties as assigned by the supervisor or designate.

**QUALIFICATIONS:**

- Completed or working towards a post-secondary degree – preferable in: Heritage, Museum, or Environmental Interpretation; Communications & Professional Writing, Museum Studies
- Excellent English verbal and written abilities
- Between ages 18 and 30 (pending grant requirement)
- Must be a Canadian Citizen, Permanent Resident, or have Refugee status (pending grant requirement)
- Ability to work independently and in a team
- Ability to work weekends and evenings as required
- Proficiency with computer software: Word, Excel, PowerPoint

**IN ADDITION TO AN INTERVIEW CANDIDATES MAY BE REQUIRED TO TAKE A WRITTEN AND/OR PRACTICAL EXAMINATION RELEVANT TO THE POSITION.**

If interested in this position, please submit your resume and cover letter no later than Friday, March 27<sup>th</sup> to:

Email: [hr@torontozoo.ca](mailto:hr@torontozoo.ca)

\*Please state "Application for Interpretative Signage Assistant" in the subject line of your application.

**While we appreciate the interest of all applicants, but only those selected for an interview will be contacted.**

Personal information gathered as a result of this posting is collected under the authority of the City of Toronto Act and By-law No. 5-1998 and will be used to determine eligibility for this job posting. Questions about this collection of personal information should be directed to: Ms. Shawna Findlay-Thompson Manager, Human Resources (416)392-5925.

The Toronto Zoo provides accommodation for employees with disabilities, as defined under the Ontario Human Rights Code. If contacted for an interview, and you require specific accommodation for the interview process because of a disability or a medical need, then please advise the person contacting you of your requirements, so that arrangements can be made for the appropriate accommodations to be in place before you begin the interview process.

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