

WHO WE ARE

Heritage Toronto is a charitable arms-length agency of the City of Toronto established in 1949 to promote a greater appreciation for the city's rich architectural, cultural, archaeological and natural heritage. Through partnerships with local community groups and volunteers, Heritage Toronto provides city-wide programs and services. Core programs include a neighbourhood Tours Program, a Historic Plaques Program, and the Heritage Toronto Awards.

THE PROJECT

Heritage Toronto has received funding from Virtual Museums Canada for a Virtual Museum Exhibit called *Sounds Like Toronto*. *Sounds Like Toronto* is an interactive virtual exhibit that immerses visitors from across the country in Toronto's iconic venues and decisive moments connected to household names in Canadian music history. The project will inspire, educate, and entertain by creating multiple opportunities for users to engage with the stories of their favourite artists, and to discover new ones. The stories of lost and new venues, emerging and career artists, and moments that shaped our cultural heritage will be shared through sights, sounds, text, and artefacts.

WHO YOU ARE

Reporting to the Manager of Special Projects, and working in collaboration with consultants, stakeholders, and multimedia creators, the Interpretive Planning Specialist is responsible for designing the site architecture and narrative of the exhibit. They will bring experience and creativity to their work of designing a content plan and storylines, as well as managing audience identification and evaluation. They will have a strong understanding of digital exhibit principles and will have worked on digital/online exhibits previously. They must feel comfortable incorporating multimedia components into their design, and will have the necessary skillset to arrange and conduct recorded interviews.

YOUR JOB

The Interpretive Planning Specialist position is a 17 month contract (August 2018-December 2019), full-time (35 hours/week) position, based in the Heritage Toronto offices (3rd flr, St. Lawrence Hall, 157 King St E.) Contract Salary is \$59,500 over 17 months (approx. \$3500/mth).

YOUR OPPORTUNITY

You will be proactive, optimistic, and will possess proven abilities to deliver on multiple priorities.

The Interpretive Planning Specialist duties will include:

- Site Architecture Development (designing narrative and site map framework)
- Content Plan Development (creating content grid, researching and creating storylines, providing solid texts and drafts of subsequent/additional texts)
- Audience Identification (working in conjunction with the youth outreach consultant, the educational resources consultant, and the digital interface designer)
- User Testing and Content Evaluation (including conducting focus groups)

INTERPRETIVE PLANNING SPECIALIST FOR DIGITAL EXHIBIT

- Content Production Coordination (including 360 Immersive Video, 3D Photography, Audio/Video interviews)
- Securing permissions, licenses, and/or copyrights for materials used
- Supporting the project through other related duties as assigned

The Interpretive Planning Specialist may be required to:

- Travel within the city to meet with stakeholders and/or to conduct research
- Attend events related to the project outside of normal work hours (i.e. after 5 pm and on weekends)

YOUR QUALIFICATIONS

- 2 years of experience in planning and executing online exhibits and/or multimedia applications
- Post-Secondary degree in a relevant field such as museum studies, public history studies, documentary filmmaking, or equivalent combination of professional experience and education related to the responsibilities of the position
- Proven ability to successfully develop content and manage audience evaluation
- Excellent research and communication skills
- Knowledge of new digital technology relating to online exhibits
- Excellent planning, organization, and problem-solving skills
- Ability to work independently and manage multiple deadlines
- Familiarity with web development is an asset
- Background or interest in Toronto music history

TO APPLY:

Please include a resume and a cover letter explaining your interest and key qualifications, **by 5:00 p.m. on Friday July 20th, 2018**. Interviews will be held July 23rd and 24th. **Start date is August 7th, 2018.**

Please submit your application to Claudia Calabro via Claudia.calabro4@toronto.ca with the subject line: INTERPRETIVE PLANNING SPECIALIST.

We thank all applicants for their interest in this position. Only applicants to be interviewed will be contacted.

Heritage Toronto invites applications from all qualified individuals. The agency is committed to employment equity and diversity in the workplace and welcomes applications from visible minorities, aboriginal people, persons with disabilities, and persons of any sexual orientation or gender identity. Upon request, accommodation will be provided for persons with disabilities through all stages of the recruitment and selection process.