

GUIDELINES FOR WRITING INCLUSIVE JOB DESCRIPTIONS

An inclusive job description is more than avoiding “gendered” language. Language is important, but we encourage teams to take a step back and think about the overall message that the job description is sending, and what kind of candidates it is attracting.

To write an inclusive job description that attracts a more diverse group of candidates, here are some questions to think about:

What are the requirements listed? The requirements in the job description may be inadvertently narrowing the pool of eligible candidates and not considering diverse backgrounds or experiences. For example, is IT a listed requirement that a candidate must have a degree from an “elite” university (or a university degree in general)? Does a candidate need to have start-up experience? Consider unpacking these requirements and challenging biases held as to why these are important. Expanding your requirements can help expand the candidate pool to one that is more diverse.

How many requirements are listed? Men are likely to apply to jobs for which they meet only 60% of the qualifications, while women and people from marginalized backgrounds hesitate in applying unless they meet 100% of the listed requirements ([HBR](#)). Consider this when listing out requirements -- focus on covering the true “must-haves” and major “nice-to-haves” that cover the essential skills needed to get the job done (while leaving out trivial duties or occasional tasks).

How are you showcasing your commitment to diversity? A job description is a perfect place to elevate your DEI message and commitment and let candidates from marginalized backgrounds know that they are welcomed and encouraged to apply. An EEO statement should be the bare minimum - instead of simply stating that discrimination won't happen, use this as an opportunity to state the importance of diversity, equity, and inclusion at your company. This is also a great opportunity to highlight inclusive benefits that may attract a more diverse group of candidates.

What language is being used? As it is commonly advised, avoid using language that can turn off potential candidates. Do you really need a “maniacal rockstar” that “demolishes” targets? Ensure to use clear, concise, and inviting language, and avoid corporate or industry jargon: insider language is a quick way to make someone feel like an outsider.

NORWEST

Source: www.hello-collective.com | team@hello-collective.com