Inclusive Job Descriptions

**What this is:**
How to create inclusive job descriptions.

**Why it matters?**
Writing inclusive job descriptions increases the likelihood of attracting diverse candidates.

**Example:**
Follow these steps to make your job descriptions more inclusive.

→ **Avoid gendered words.**
“Rockstar”, “ninja”, and other aggressive sounding words can reduce the number of women who apply to a job. Instead, use more neutral words. Consider using a tool like Textio or Gender Decoder to help evaluate your job descriptions.

→ **Limit your job descriptions to must have responsibilities.**
An excessively long job description is off-putting and studies have shown women are less likely to apply to jobs for which they feel they aren’t qualified, whereas men will apply even if they only meet a portion of the requirements.

→ **Focus less on what you want a candidate to have and more on what you want them to achieve.**
Consider whether it is a true requirement for candidates to have a particular educational background (i.e. Bachelor's degree, etc.) or if it is more about what they can achieve with their skills. Arbitrary educational requirements will limit diversity and inclusion. Instead, focus on statements such as “Within one month, you’ll...”, “within six months, you’ll...” Be clear on what they will be working on and/or what goals they will be contributing to or expected to deliver.
→ **Emphasize your company’s commitment to diversity and inclusion.**
   Go beyond the standard EEO statement and write a statement that is unique to your company. Consider statements such as “Consistent with our commitment to diversity & inclusion, we value individuals with the ability to work on diverse teams and with a diverse range of people.” Or, “When in doubt, please apply”, or “Everyone is welcome at XYZ company”. If space is a premium, link to the section on your website that describes your company’s commitments in detail.

→ **Highlight inclusive benefits.**
   If you offer paid parental leave or flexible work schedules, be sure to highlight them, as these benefits send a clear signal of your company’s values.

→ **Avoid corporate jargon and abbreviations.**
   Unfamiliar language can make candidates feel intimidated and/or confused about what a role actually entails and, therefore, make them less likely to apply.

**Next Steps:**

→ Evaluate your company’s job descriptions and edit using the guidance above.
→ Have someone other than the person who wrote the job description review and edit it.
→ Ask a diverse group of colleagues who may not be familiar with the role for their opinion as they are more likely to identify exclusive language.

**Links to other resources:**

*Gender-Decoder* - Free resource that identifies gendered words.
*Tap Recruit* - Inclusive job descriptions with recruiting analytics. $699/month if billed annually, $999/month if billed monthly.
*Textio* - Advanced language insights for your hiring and employer brand content. Contact the company for a quote.