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5 Tips on Writing an Inclusive Job Description



Today, writing an inclusive job posting means avoiding gendered language, technical jargon, and unrealistic job requirements, to name a few. Below are some more tips for you:

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Here is an acronym that you might not know. Ask yourself - are you using an industry term or acronym that a job seeker might not know? Even if a candidate is talented, if they can't understand the jargon on your job posting, they are less likely to apply. Stick with the essential skills and responsibilities for the job.



Inclusive and realistic expectations?

Ask yourself - does your job description reflect who you want to hire? Are you being unrealistic with any "must haves"? Try to make a list of attributes needed for the particular job, not just a generalized list. Then write the job description based on them. For example, what traits matter for this job to be done well?



Check your pronouns

The use of gender-neutral pronouns (like 'they') avoids assuming and associating a gendered pronoun (like 'he' or 'she') with the individuals. Not using gendered pronouns on a job posting might indicate to applicants that you are an inclusive employer who is welcoming of everyone who applies. It acknowledges those who do not fit into the binary.



Remove gender-coded language

We often associate terms with masculine or feminine in a stereotypical manner without even realizing it. The good news is there are "Gender Decoder tools" available online to help you scan your posting for subtle linguistic gender terms and help prevent this.



Remove the "other" language

Avoid using terms like "healthy" or "young" when describing your employees as it can discourage candidates with physical disabilities, for example, from applying. If these terms are necessary, consider rewording them, so it sounds less biased. For example, instead of "mature candidate preferred," change to "a person must demonstrate maturity". Always use tangible examples to describe what skills are required and what skills are an asset.

