



BEST PRACTICES FOR JOB DESCRIPTIONS

Crafting an effective job description is vital for attracting the right candidates. A well-structured posting not only highlights the responsibilities and requirements of the role but also reflects your company's values and commitment to diversity.

This fact sheet outlines essential steps to ensure your job descriptions are inclusive, engaging, and positioned to draw in a diverse pool of applicants. By following these guidelines, you can enhance your recruitment efforts and create a more equitable hiring process.

Essential Steps Before Posting Job Descriptions

No matter how well-crafted your job posting is, it won't reach its full potential without the right foundational steps, particularly creating an employee value proposition (EVP) [\[See Factsheet 4\]](#).

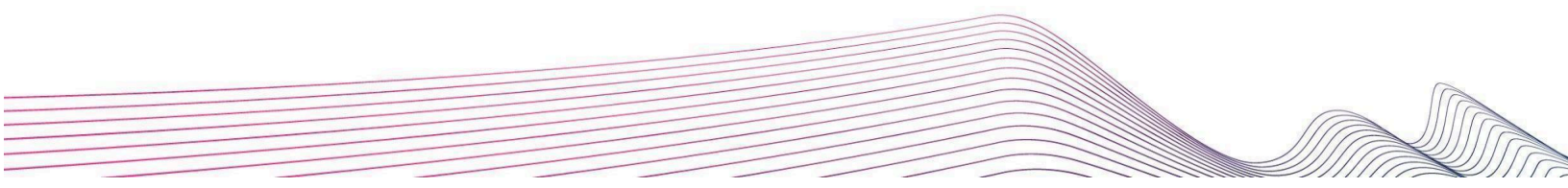
Before writing and publishing a job description, it's crucial to consider how to attract candidates effectively. By following these guidelines, you can ensure your posting resonates with a diverse range of applicants, increasing the likelihood that they will want to apply

1. Create a Strong Online Presence

- Build a professional website and leverage social media to showcase your business and culture. This serves as the first impression for potential employees.
- Highlight your company's mission, vision, and values on your website.

2. Conduct Labour Market Research

- Analyze the current labour market to understand the demand and supply of talent in your industry.
- Look at trends affecting recruitment, such as skills shortages or emerging talent pools, and adjust your strategy accordingly.





3. Consider Alignment with Company Vision and Goals

- Ensure that your recruitment aligns with your long-term business goals.
- Ask yourself: What roles do I need to fill now, and how will those roles support my company's future?

4. Define Roles and Responsibilities

- Identify the number of positions required to achieve your business objectives.
- Conduct a job analysis to clearly articulate the specific duties, skills, and qualifications needed for each role.

Job Description Checklist

Creating inclusive job descriptions is crucial for attracting diverse talent. Use this checklist to ensure your job postings are gender-neutral and welcoming.

Use Gender-Neutral and Realistic Job Titles

Opt for neutral titles like "Bartender" or "Project Manager" instead of gendered or superlative titles such as "barmaid" or "world-class." Research indicates that excessive superlatives may deter female applicants who tend to prioritize collaboration over competition.

Use Gender-Neutral Pronouns

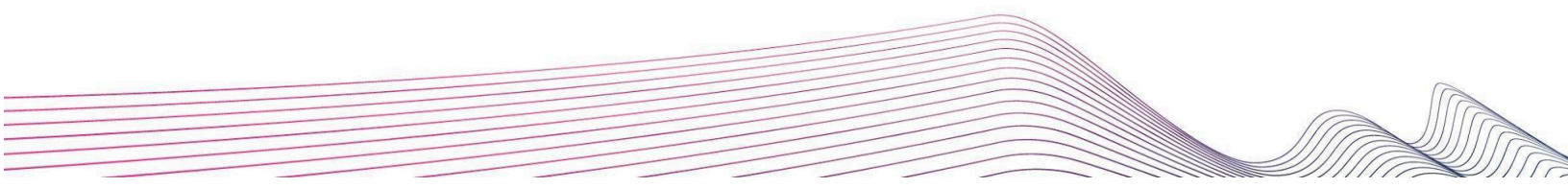
Use "they" or "you" when describing the ideal candidate. For instance, "As Marketing Coordinator at ABC Company, you will play a key role in developing and executing marketing campaigns that drive brand awareness and customer engagement."

Utilize Language Tools

Employ resources like the [Gender Decoder](#) or [Textio](#) to identify gender-biased language in your job descriptions. This helps create a more balanced tone.

Limit Number of Requirements

Differentiate between "must-have" and "nice-to-have" qualifications. Many women hesitate to apply unless they meet all the requirements, while men may apply if they meet only a portion.





Reconsider Specific Major Requirements

Avoid limiting applicants by requiring specific degrees. Since college majors often correlate with gender, this can narrow your candidate pool unnecessarily.

Express Commitment to Diversity and Inclusion

Include a statement in your job description that affirms your commitment to creating an equitable workplace. This reassures candidates of a supportive environment.

Highlight Company Values

If your company values emphasize diversity, weave them into the job description or list them to attract candidates who align with your mission.

Promote Volunteer and Community Activities

Mention opportunities for community engagement, such as partnerships with organizations that support underrepresented groups. This demonstrates your company's commitment to social responsibility.

State Family-Friendly Benefits

Highlight benefits like parental leave, flexible schedules, and childcare support to attract candidates who value work-life balance.

Acknowledgements

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