

Finding talent in today's market is some of the most challenging recruitment in memorable history. Organizations are facing labor shortages and waves of resignations in their search for new talent. One way to attract and hire great candidates is to have inclusive job descriptions. In addition, having inclusive job descriptions opens up the candidate pool since a larger demographic will be more likely to apply. Here are four elements of an inclusive job description.

Having inclusive job descriptions can bring in more candidates, which means more talent to choose from when hiring. DE&I is one of the most important factors candidates look for when applying for jobs, so having a limited list of "must haves" qualifications, removing gender-coded terminology, stating a commitment to diversity and inclusion, and avoiding corporate jargon are great starting points for writing inclusive job descriptions.



Step 1: Limit the Number of "Must Have" Qualifications

It can be easy to include a laundry list of qualifications to bring in the best candidates. We're challenging this and trimming down the "must-have" requirements. Studies have shown that while men are more likely to apply to positions where they meet up to 60% of the qualifications, women are more hesitant to apply unless they meet 100% of the requirements.

Having a seemingly never-ending list of "must have" requirements will not produce your "dream candidate." Narrow the list down to around three to five "must haves," and you're more likely to glean a larger, more diverse candidate pool. The more extensive and more diverse the talent you're attracting, the more likely you are to find that dream candidate!

Step 2: Stay Away from Gender-Coded Language

The wording in your job descriptions can actually dissuade some candidates from applying. So, being mindful of the language being used when writing your job descriptions can make a significant difference in the diversity of your applicant pool. Often, the language can be “gender-coded” unknowingly or unconsciously. However, not being aware of it will limit women, minorities, and members of the LGBTQ+ community from applying.

To make your job descriptions more inclusive, remove gendered language such as “rockstar” or “champion” or “guru.” These terms tend to lean more masculine, which can leave some applicants feeling excluded. Instead, stick to terminology that truly represents the position. For example, instead of titling your job something like “Champion of Customer Needs” to simply “Customer Service Representative.”

If you’re unsure how your job descriptions skew, you can use online tools such as Textio Hire or Gender Decoder. These programs can scan your job descriptions and alert you if there are any gender-coded terms you’ll want to change out.

Step 3: Highlight Your Commitment to DE&I

While most organizations use the generic EEO boilerplate at the end of their job descriptions, making a statement about your commitment to diversity and inclusion can be much more impactful to applicants. Put your commitment to DE&I in your own words into your job descriptions. Be authentic and honest, so if your organization hasn’t made concrete plans or made noticeable strides in this area, don’t write something about DE&I that isn’t going to be entirely accurate.

Step 4: Avoid Corporate Jargon

Every company has its own internal lingo or jargon its team is familiar with – however, your applicants will not be. Avoid using unnecessary corporate jargon when writing your job descriptions. Using words that applicants won’t be familiar with can make them feel unqualified and won’t apply. This obviously limits your pool of diverse candidates – which ultimately can hurt your bottom line.

Using unnecessary corporate jargon can make applicants feel like an outsider to the organization. For example, instead of using acronyms or terms only your internal team is familiar with, aim for universal wording, like “pays attention to details” or “personable with customers.”

About EG Workforce Solutions

We’ve been in this business for decades and have developed a deep network of professional connections. Whether they’re companies looking for talent, job seekers looking for work, or an up-and-coming store in need of some temporary help, we know the right people to bridge the gap between the hiring and the hired.

But what’s more, we get to know people. From employers hiring to candidates looking, we take the time to listen and learn. We hear your likes, talents, and needs. We gain an understanding, and with it, we’re able to facilitate lasting relationships between businesses and people.

