

Inclusive Recruitment Practices

Writing Inclusive Job Advertisements

Use the below guidelines, in conjunction with the inclusive job advertisement templates to create inclusive job advertisements that will attract a diverse pool of applicants for opportunities with your organisation.

Introduction

- Begin with a welcoming statement showing your commitment to diversity and equal opportunity, such as:

“At [Company Name], we believe in the power of diverse perspectives and the strength that comes from a team of individuals with varied backgrounds, experiences, and talents. We embrace difference, celebrate diversity and are committed to creating an inclusive environment for all employees”.

Job title

- Make sure that the job title accurately reflects the role and avoids unnecessary gender-specific terms. For example, instead of “foreman”, say “team lead” or “supervisor”; instead of “drill man”, say “drilling operator” or “drilling technician”; instead of “tradesman” say “tradesperson”.
- Consider using gender-neutral titles to attract a broader range of applicants. One example of this might be ‘skilled tradesperson’ instead of ‘tradesman’ to ensure gender neutrality and that female applicants will not be discouraged from applying. Small changes in language can make a big difference in promoting inclusivity. By being mindful of the words used, this can go a long way to creating a workplace culture that values diversity and equal opportunity.

Job description

- Use inclusive language that emphasises the value of diversity, such as:

“We welcome candidates from all backgrounds and levels of experience to apply” or “We value a range of skills and experiences and encourage all qualified candidates to apply”.

- Show that your organisation is inclusive when you describe the responsibilities of the role: “You will be required to collaborate with a diverse team to achieve project goals”.
- Focus on the skills and qualifications required rather than rigid prerequisites that may exclude certain groups: “Candidates with a variety of educational and professional backgrounds are encouraged to apply”.

- Clearly state that your organisation is an equal opportunity employer.

For example: “[Company Name] is an equal opportunity employer, and we recognise that true diversity includes gender, age, race, disability status, sexual orientation, religion, neurodiversity, education levels, and many more aspects of your identity”.

Responsibilities and skills

- Some language may unintentionally discourage certain applicants – for example: “Seeking strong and robust individuals for physically demanding work” or “Only candidates with extensive experience in the resources industry should apply”. Rephrase these statements in a more encouraging way – for example:

“Welcoming candidates with a range of physical abilities for the challenges of the role” and “We welcome applicants with a range of experience levels, including those new to the resources industry”.

- Ask candidates to demonstrate their ability to do the job through past achievements, such as previous work and volunteer experience.

For example, ask them to share an experience where they collaborated with a team from diverse backgrounds, or describe a situation where they demonstrated leadership and problem solving.

Qualifications

- Avoid unnecessary barriers by considering whether each qualification is truly essential for success in the role. Clearly distinguish between "required" and "preferred" qualifications.
- Focus on relevant skills and competencies needed to perform the work effectively rather than a specific credential (such as a diploma or degree).
- Instead of specifying a certain number of years of experience, focus on the type of experience that is relevant to the role (e.g. communication, collaboration, leadership, problem-solving, etc). Describe the kinds of projects or tasks the candidate will ideally have experience in.

Benefits and perks

- Emphasise inclusive benefits, such as flexible work schedules, family-friendly policies, or cultural sensitivity training.

For example, 'Joining our team comes with a range of benefits, including: flexible work schedules (we understand the importance of work-life balance and offer flexible scheduling options to accommodate diverse needs); family-friendly policies (we support our employees in their various life stages); and cultural sensitivity training (our commitment to diversity includes regular cultural sensitivity training to ensure an inclusive and respectful workplace)'.

Accessibility

- Clearly outline the application process. A simple statement at the end of the advertisement can help attract diverse employees:

'We are committed to ensuring accessibility throughout our hiring process. If you have any specific needs or require assistance with the application process, please let us know.'

- Ensure that the advertisement is accessible to people with disabilities by using plain language and providing alternative formats when necessary. Statements might include:

"This job ad is available in alternative formats. If you need the information in a different format, please contact [Contact Person] at [email address] or [phone number]".

- Offer alternative methods for submitting applications. For example: “We understand that everyone has their preferred way of applying. Choose the method that suits you best: online application portal, email, or phone”. It’s important to reassure applicants that all application methods are equally valid: “Your preferred submission method will not impact our consideration of your application”.

Company culture

- Describe your company's commitment to diversity, equity, and inclusion. This can be a brief statement, such as:

“We believe that a diverse and inclusive workplace is essential for fostering innovation, creativity, and success. We are committed to creating an environment where every employee feels valued and supported.”

- Share employee testimonials that reflect a positive and inclusive work environment.

Equal opportunity statement

- Include a strong equal opportunity statement at the end of the advertisement.
- Emphasise that your organisation encourages applications from people of all backgrounds, including underrepresented groups. For example:

“We enthusiastically welcome applications from individuals of all backgrounds, including but not limited to gender, race, ethnicity, age, religion, sexual orientation, and ability. Your unique experiences and perspectives will enrich our team and contribute to our collective success.”

Images and visuals

- Include images that reflect the inclusivity of your workplace.
- Avoid using stereotypes in visuals that may inadvertently perpetuate biases.