



## JOB DESIGN CHECKLIST

Job descriptions play a big role in attracting (or detracting) a diverse candidate pool. From the language you use, to the long list of skills and requirements that you've identified as "must haves," your job description can either get diverse candidates excited to learn more, or push them away.

And it doesn't end there. Once prospective candidates get past your job description and start digging around your website, what messaging, images, and commitments do they see (or not see) to Inclusion, Diversity, Equity and Accessibility (IDEA)?

To encourage diverse applicants it's important that your job description speaks to a diverse candidate pool. Here are some recommendations to get started:

- Start with exploring your company's career page -- what messages do they send to candidates? Do they show real employees representing the true diversity within your company? Do they hit all the accessibility mandates?
- Reflect on how you describe the culture of your company - do you list employee resource groups (ERG's) and other offerings to demonstrate a commitment to an inclusive workplace?
- Include testimonials from your employees - especially those from underrepresented groups - about what it's like to work there.
- Think about how your company or customers contribute to social good. Is this explained clearly on your careers page?
- Do you emphasize employee benefits? (mental health and wellness, for caregivers, for parents etc.)
- Remove biased language (right hand man, craftsman etc) and masculine coded words (like competitive, assertive etc.)
- Drop "preferred" requirements, degrees and certifications. If possible, narrow the list down to a top 5 criteria.
- Remove skills that can be easily taught on the job.
- For managerial positions, do you require experience leading diverse teams? If so, add it to the job description to attract the right candidates.
- Be transparent about your interview process and include it as part of the job description. This gives candidates insight into what the process looks like and how to best prepare for it.