



Getting it right: your job ad

When we put together a job ad, we usually aim to reach, connect and interview a diverse range of individuals; when applications do not reflect the desired diversity, we may think that other types of talent are not as interested in the role.

Are we getting it right?

Often, when writing a job ad, we focus on describing the 'ideal' candidate; how can we make sure that our stereotypes and personal bias are not influencing the process, excluding possible applicants?

#GettingItRight



Be clear about what you're recruiting for. Ask yourself: is this list connected to the role, or is it a general wish list? What is **essential**? And as a result, what are the key criteria? Have a chat with your team. What are the key tasks that the role needs to deliver? What type of skills would someone need?



Consider having **two sections** in your job ad: one with essential and one with **desired** criteria. That way, it will be clear to the applicant as to what they *really* need to have versus what they might need to have, and you won't scare away good talent.



Keep it simple. Use **plain language** and choose words that send out the right message. A job ad with wording around adjustments, accommodations and accessibility requirements during the recruitment and selection process will send the message that you welcome diverse talent. Remember, different words or phrases talk to different generations; employers often craft the language they use in job ads to target generations or attitudes.



Use **tools**! Many organisations run their job ads through online apps or websites that assess gender-based language or rephrase using plain English.



Give **options**; offer the job description documents in accessible formats.

Interested to learn more?

- Check out the [Inclusive Recruitment at Work](#) research and report by the Diversity Council of Australia and Jobsbank. It is a practical guide that will help you improve your recruiting process. You will also find DCA's new tools, based on the report: an **inclusive recruitment checklist**, an **educational quiz** and an **inclusive interviewing infographic**.
- Visit our Resource Centre or [get in touch](#) with our team today.