

A large, bright yellow curved shape, resembling a thick arc or a partial circle, is positioned on the left side of the image. It is set against a solid blue background. The curve starts from the bottom left and sweeps upwards and to the right, ending near the top right edge of the frame.

GOODMAN
MASSON

— **How to Avoid
Bias in Job
Advert Writing.**

Check your advert for gender coded language.

Total Jobs analysed 77k jobs to highlight the use of gener-biased language. You can run your advert through the Gender Decoder to check it for:

- Male-gendered words in UK job descriptions: *Lead, Analyse, Competitive, Active, Confident*
- Female-gendered words in UK job descriptions: *Support, Responsible, Understanding, Dependable, Committed* (Murray-Nevill, 2017)





Avoid gender specific pronouns and phrases.

Did you know the state of NY recognises 37 genders?

Swaps

"Take the lead in his/her role"

"Take the leadership responsibility in their role"

"Reports to the chairman"

"Reports to the chairperson"

"Paid maternity"

"Paid parental leave"

LinkedIn found that women apply to 20% fewer jobs than men (Ignatova, 2019).

It is suggested that this is because women only apply to jobs when they match 100% of the criteria, as opposed to men who will apply when they match 60% of the criteria (Mohr, 2014).

More applicants may take longer to look through but given the average recruiter looks at a CV for 7 seconds, you are almost certainly better off removing requirements that aren't absolutely necessary, to widen the candidate pool.





Never mention race or religion (Unless it is an exemption for the job).

A report from the Centre for Social Investigation at Nuffield College in 2019 showed that applicants from minority ethnic backgrounds have to send 60% more applications to get a positive response compared to 'White British' candidates (Monster, 2020).

Phrases such as "strong English-language skills" may deter qualified non-native English speakers from applying. A "clean-shaven" requirement can exclude candidates who's faith requires them to maintain facial hair (and indicates men only).

**Consider if you
are unconsciously
discriminating against
those with disabilities by
using able-bias language.**

Swaps

"Speak with stakeholders"

"Communicate with stakeholders"

"See trends"

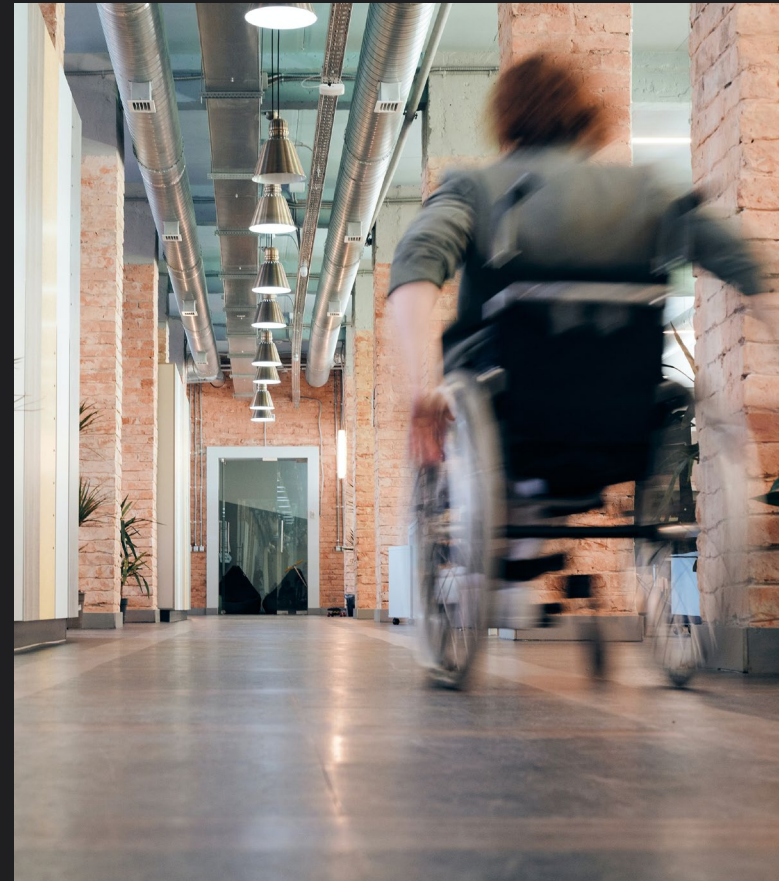
"Identify trends"

"Must be able to drive to sites"

"Must be able to visit sites"

"Type 30 words per minute"

"Input 30 words per minute"





Direct (young) and Indirect (5 years' experience) age discrimination language is also to be avoided.

Instead ask your client "what skills, knowledge or behaviour are you expecting someone to have learnt over that 5 years?" and put their answers in the advert instead.

Elitism & Affinity Bias.

There is no evidence that elite schools produce more productive workers. Instead of "from a top 10 university" just say "the job requires a degree in _____". (Kelly, 2018)

You may also want to avoid statements that hold negative meta-stereotypes when talking to applicants (Derous & Ryan, 2018).

In social psychology a meta-stereotype is a stereotype that members of one group have about the way in which they are stereotypically viewed by members of another group. A stereotype about a stereotype. For example, when speaking to a female candidate, you might avoid saying something like *"I think they are keen on considering female candidates for the role because they are typically more..."* Instead, focus on knowledge, skills and behaviours.



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