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EDI IN JOB DESCRIPTIONS

EDI Statements

Equity, diversity, and inclusion (EDI) statements in job descriptions are an opportunity for employers to demonstrate their application and commitment to creating and fostering a welcoming, diverse, and fair environment for anyone affected or involved in the operations of said organization.

Here are some tips for making effective and modern EDI statements:

- Keep it short and to the point
- Use 1st and 2nd person (e.g., you/we) language to make it conversational
- Make it sound human. Refrain from using words or statements that sound like textbook definitions. The more personal the EDI statement, the more effective it will be in connecting people who think the same to the organization

Example:

"At ABC, we understand the importance of equity, diversity and inclusion. We value the uniqueness everyone brings to their work, not only because it is the right thing to do, but also because diversity makes us and our workplace stronger. If you share these values, you will be a great addition to our team."

Inclusive and Gender-neutral Language

Using gender-neutral and inclusive language will aid an organization in reaching more people. It will encourage potential candidates to apply who previously might have questioned if they were a good fit for the job.

Here are some tips to help keep job descriptions inclusive and gender-neutral:

- Use specific, gender-neutral titles
    - Stay away from creative titles such as "ninja" or "rockstar"
    - Use neutral titles like chairperson, manager, representative, and developer
    - These creative titles are typically gender-coded and can discourage those who don't feel as though the titles include them
- Avoid terms that can be viewed as gender-coded
    - Rather than using terms like "lead" or "support", use phrases like "responsible for"
    - Just like nouns (like the titles mentioned above), some words can be gender-coded, causing people to perceive themselves as not fit or welcome for the job
- Avoid requirements that include timed experience
    - Instead of "5+ years of experience", use "experience doing…"

- o Including requirements such as "5+ years of experience" minimizes the amount of people that will feel fit for the job
- o By removing this, you can increase the pool of applicants, including many that may be very capable of doing the specified job while having less than 5 years of experience
- Avoid putting "preferences" in job descriptions
    - o Rather than including a phrase like "it is preferred that applicants are proficient in Microsoft Excel", assess what the actual requirement is for the job
        - ▪ If the job only requires basic understanding of Excel, simply state that instead
        - ▪ It is understandable that someone with "proficiency in Excel" would be a bonus, however, there may be other potential applicants who are better suited for the job with only the basic understanding of excel they need for the job
    - o Research shows women are unlikely to apply for a position unless they meet 100% of the requirements, while men are likely to apply if they meet 60%
- Avoid superficial requirements
    - o Rather than requiring that someone is able to "speak with clients" or is a "native English speaker", require that they can "communicate with clients", or "communicate English fluently"
        - ▪ By using the original two requirements, you are excluding people with disabilities and those who may not have learned English as their first language
- If your company offers inclusive benefits, mention it
    - o Not every company will offer certain benefits such as paid sick time, childcare subsidies, and health insurance
        - ▪ Therefore, if your company does, simply mentioning that the job offers these benefits can greatly increase the number of people that apply

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