

# Inclusive Job Description Checklist

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Here are some tips on how to make your job descriptions more inclusive and diversify your talent pool:

1. Take time to explain your organization's culture and emphasize your organization's commitment to diversity, equity, and inclusion.
  - Avoid cliché buzzwords that don't add value to the job description such as "fast-paced environment," "family atmosphere," and "work hard, play hard." These phrases have been overused to the point where they have lost meaning.
  - Instead, include your company's mission statement, company values and phrases that truly describe the company culture.
2. Highlight inclusive benefits such as parental leave, mental wellness, flexible work arrangements, paid volunteer time, childcare allowance, etc. Ping pong tables in the breakroom are not as important as you may think.
3. Avoid gendered language.
  - Don't use "he" or "she," use "you" or "they."
  - Instead of maternity or paternity leave, use "parental leave."
4. Be mindful of language that has a more masculine connotation (such as rockstar, ninja, guru, quarterback, dominate).
  - You can use a tool like the [Gender Decoder](#) to ensure that your job description reads as neutrally as possible.
5. Check for exclusionary language and phrases such as "hit the ground running" and "native English speaker."

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6. Keep job titles and descriptions straightforward.
  - Use standard job titles rather than a creative one.
  - Watch your use of industry heavy jargon and acronyms. Job descriptions that use jargon can deter potential candidates from applying.
  - Keep sentences and paragraphs short to increase literacy inclusion.
  
7. Keep job requirements and qualifications to must-haves. Including qualifications that aren't absolutely necessary for the role could prevent great talent from applying.
  - Studies have shown that men are more likely to apply for jobs even if they only meet **60%** of the stated requirements, whereas women are less inclined to apply unless they meet **100%** of the qualifications.
  
8. Be inclusive of candidates with disabilities. As recommended by hiring platform Monster, removing the “how” of a requirement can make a huge difference in not excluding people with disabilities. Additional examples:

Discriminatory Language	More Inclusive Language
Must be able to lift 50 pounds.	Moves equipment weighing up to 50 pounds.
Seeking able-bodied individual.	No replacement. Avoid completely.
Bending and crouching under desks to install equipment.	Positions self to install equipment, including under desks.
Must be able to stand for entire shift.	Must be able to remain in a stationary position during shift.
Talks to students about their financial concerns.	Communicates with students about their financial concerns.
Walks throughout the building to access files.	Moves throughout the building to access files.
This role requires visually inspecting sites for safety.	This role requires inspection of sites to detect safety concerns.

[Credit: Monster](#)

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9. Avoid unconscious bias. One way to do this is by having people from different backgrounds within your organization review the job description. We all have biases, and having another person involved can help identify ones we may not be aware of.
10. Make the job description more about the candidate and less about the company.
  - Avoid phrases like “culture fit,” as this could allude to affinity bias.
11. Highlight career development opportunities and other professional development benefits offered such as mentorship programs. Companies that highlight growth opportunities are more likely to attract candidates from underrepresented groups.
12. Remove words such “young and energetic” as that could deter more experienced candidates from applying.

## Key Takeaways

- Reframe the language used in job descriptions by avoiding bias language
- Highlight inclusive benefits
- Emphasize your company’s commitment to diversity, equity and inclusion