SSPP Writing Inclusive Job Advertisements Guidance
Produced by Karina Thomas (HR People Partner), Zoë Fearnley and Amanda Chisholm

This document is the first of a series of guidelines that will support colleagues across SSPP in the recruitment of new staff. This guideline is for colleagues who are tasked to write job advertisements for all roles, including professional services, academic, teaching and research posts. These guidelines draw upon College guidance and are specified to meet the needs of SSPP.

Inclusivity matters in how job advertisements are written. Research suggests that members from Black, Asian, Minority Ethnic (BAME), Lesbian, Gay, Transgender, Queer (LGBTQ), women and disability groups are less likely to apply for jobs based on the language used to describe the position. To be inclusive, and attract a large pool of applicants, we advise the following:

1. **Avoid coded words:** being mindful with your job description vocabulary can make a big difference as gender, ableist, racial, and heteronormative coded words, can reduce the number of women applying. To make your job descriptions more inclusive, take out gendered words like 'assertive leader' and replace them with words like 'considerate leader'.

2. **Limit your requirements to 'must haves'**: to highlight your commitment to inclusion, it's important to trim the list down to make it more appealing to a wider pool of candidates. Instead of including all desired qualities, you can soften the message with language like "familiarity with," or "if you have any combination of these skills."

Here are two examples between what an inclusive and less inclusive job advertisement looks like. Can you spot the differences, in the two profiles?

Non-Inclusive Role Profile:	Inclusive Role Profile:
To take a dominant role in the planning, organisation and delivery of modules and programmes, including both residential and online programmes • Initially, to teach core modules for the MA International and to take a leading role in the development of a new online module. • Adventurous in undertaking high-quality independent research in the subject area, be a publishing ninja of these findings in high-rated internationally recognised journals, and to participate in the major internationally recognised academic networks • Be assertive in administration tasks as requested • Sustain high-quality research activity through a portfolio of individual and/or joint research projects and to secure the funding required for this research as required. • Be outspoken when supervising research students and/or research staff. • Attend meetings and conferences to present research findings and thereby enhance the national and international standing of the Department. • Develop and use a variety of methods to assess student learning and provide feedback that is timely, relevant, and appropriate and consistent with best practice	Support the planning, organisation and delivery of modules and programmes, including both residential and online programmes • Be cooperative by teaching core modules for the MA International and responsible for developing new online modules. • Commit to undertake high-quality research in the subject area and publish in recognised journals for which a mentor is offered and connect with academic networks • Carry out administration as requested • Maintain research activities and connect through a portfolio of individual and/or joint research projects and secure the funding required. • Supervise research students and/or research staff. • Attend meetings and conferences to share and present research findings, which creates a network and enhances the national and international standing of the Department. • Understand and develop a variety of methods to assess student learning and provide feedback, which is timely, supportive, honest relevant, consistent with department best practice

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3. **EDI Statement**
   EDI statements are important as they signify to potential applicants that we, as a faculty, take inclusivity and diversity seriously. But we need this statement to be more than a "tick box" performance. Rather, our statement needs to be written in such a way that it actively encourages all applicants to apply, and to highlight that we as an institution are committed to ensuring all applicants feel that they belong. We strongly advise that all job adverts include the following statement:

Department/School X is located within the Faculty of Social Science & Public Policy. Together, we support an inclusive culture and diversity for our staff and students. We are committed to encouraging further growth from diverse groups, and we welcome applications from people of all abilities and currently under-represented groups, which we are able to support with our range of flexible and inclusive benefits. We currently have an underrepresentation from women, BAME, disabilities and LGBTQ communities. As such, we particularly welcome applicants from these groups.

4. **Language is important so try to make it inclusive:**
   You can also balance out your language with more inclusive words. The list below includes a few examples of words you might want to consider using to be more inclusive.

Less Inclusive	More Inclusive
Active	Commit
Adventurous	Connect
Aggressive	Considerate
Ambitious/Ambition	Cooperate
Analytical	Depend
Assertive	Honest
Autonomous	Understand
Decisive	Trust
Determined	Together
Dominant/Dominating	Interpersonal
Independent	Support
Lead	Loyal
Ninja	Pleasant
Objective	Polite
Outspoken	Responsible
Superior	Confident

For more tips the College EDI has provided a Recruitment Tool Kit for Arts and Sciences which can be accessed via:

https://emckclac.sharepoint.com/:f:/r/sites/MT-EDI-Peoplepartners/Shared%20Documents/General/Inclusive%20Recruitment%20Toolkit?csf=1&web=1&e=qlr24e