



**OFFICE FOR ACCESS AND EQUITY**

## **How to Write an Inclusive Job Advertisement**

Below, are tips for writing inclusive job Advertisement, which will help encourage every qualified candidate to apply. Inclusive job ads will strengthen your candidate pool and increase the likelihood of creating a diverse and inclusive workplace.

1. Remove Gender-Coded Words
  - a. The best way to avoid this common mistake is to avoid words that are typically understood to be coded for a male or female audience, even if they merely hint at gendered stereotypes. Below are some common variations of gender-coded words:
    - i. **Female-Coded Words:** Agree, empath, sensitive, affectionate, feel, support, collaborate, honest, trust, commit, interpersonal, understand, compassion, nurture, and share.
    - ii. **Male-Coded Words:** Aggressive, confident fearless, ambitious, decisive, head-strong, assertive, defend, independent, battle, dominant, outspoken, challenge, driven and superior.
2. Avoid Gender Bias
  - a. To avoid unconscious gender bias deterring women from applying to your job, consider eliminating requirements that are not essential. If the position is one where training can easily be provided, don't ask for experience on software. Generalize areas where transferable skills are okay, and clearly outline which qualifications are required and which are preferred.
3. Eliminate Racial Bias
  - a. By paying careful attention to words and phrases, you can help eliminate implicit and explicit bias in your job posting. For example, do not mention race or national origin. Additionally, phrases like, "strong English-language skills" may deter qualified non-native English speakers from applying.
4. Appeal to Experienced Workers
  - a. Some best practices for avoiding age discrimination include making sure that you don't ask for GPA or SAT scores as it implies that only recent grads are being considered. Additionally, avoid phrasing like: "Young and energetic" or "No more than X years of experience".
5. Welcome Disabled Workers
  - a. Your job ad should include reasonable accommodations such as flexible hours or telework policies to let applicants know that UIC welcomes and values all candidates. Avoid using language that could discourage disabled job seekers who are otherwise qualified for the job from applying.