Attract More Candidates with Accessible and Inclusive Job Posts

1 Clearly state your needs

Are the skills needed clearly listed?

- ✓ List the most important skills first.
- ✓ Be specific about what you want.
- ✓ Include explanations.

  For example, if you're asking for "good communication skills", give an explanation or examples of what good communication means in this role.

2 Keep it simple

Is the application process complicated?

- ✓ Streamline your application process to be simple with as few steps as possible.

Are candidates providing information more than once?

- ✓ Avoid asking candidates to repeat themselves. Only ask for information once.

  For example, if you ask for a resume, don't also ask candidates to fill out a form outlining their work history. If you need more information like security clearance, valid drivers' license, etc., ask for this without asking candidates to repeat steps they've already done.

Step Up and Succeed

Canada

EMPLOYMENT ONTARIO

Ontario

This Employment Ontario program is funded in part by the Government of Canada and the Government of Ontario.

Attract More Candidates with Accessible and Inclusive Job Posts

3 Keep it barrier free

Do the skills reflect the job?

✓ Separate items that are **required** for the job from those that are **preferred**. Clearly state the difference.

✓ Remove skills that create barriers for candidates.

For example, if you're hiring an apprentice, do they need to know how to operate hoisting equipment? Apprentices typically learn this in training. Including it as a required skill can create barriers for new apprentices who have little experience but are motivated and eager to learn.

Is it necessary to assign a number to experience (i.e., years)?

✓ Ask for specific skills instead of years of experience.

For example, having 5 years of experience in a role doesn't guarantee that a candidate knows how to do a specific task.

4 Use neutral language

Does the posting use gendered language?

✓ Avoid using pronouns like he/him and she/her.

For example, use 2nd person (you, your) or generic terms like "the candidate".

✓ If you need to use pronouns, use gender neutral pronouns like **they/ them/their**.

For example, instead of "applicant must provide his/her driver's license" say "applicant must provide **their** driver's license".

Step Up and Succeed

Canada

EMPLOYMENT ONTARIO

Ontario

This Employment Ontario program is funded in part by the Government of Canada and the Government of Ontario.

Attract More Candidates with Accessible and Inclusive Job Posts

5 Use Clear Writing

Will candidates understand the language in the job posting?

- ✓ Use clear, simple language.
- ✓ Avoid long, complicated words.
- ✓ Use bullet points to list important information.

Does the posting use acronyms?

- ✓ Write the full acronym the first time it's written on each page.

  For example: "Personal Protective Equipment (PPE) is required. You must bring your own PPE."

6 Clearly state accommodation process

Does the posting mention accommodations?

- ✓ Clearly state that candidates can contact you if they have accommodation needs
- ✓ Provide details on **how** the candidate should request an accommodation
- ✓ Include a statement about accommodations with examples you can offer. Examples can include

  - remote interviews
  - more time to answer questions
  - interview questions provided ahead of time

  You may also want to include a statement about being an inclusive employer.

Step Up and Succeed

Canada

EMPLOYMENT ONTARIO

Ontario

This Employment Ontario program is funded in part by the Government of Canada and the Government of Ontario.

Attract More Candidates with Accessible and Inclusive Job Posts

7 Provide contact information

Does the posting include contact information?

- ✓ Provide a contact person’s name, phone number and/or email so candidates can reach out with questions, comments or accommodation needs.
- ✓ Include a short sentence with a link to your website contact page or a feedback form to encourage feedback on how you can improve your job posts.

  *Tip - make the feedback form anonymous so candidates feel more comfortable leaving constructive feedback.

Step Up and Succeed

Canada

EMPLOYMENT ONTARIO

Ontario

This Employment Ontario program is funded in part by the Government of Canada and the Government of Ontario.