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RECRUITMENT GUIDE

APPLICATION PROCESS:

HOW TO TARGET DIVERSE TALENT?

Think about:

- Where you are advertising.
- Building relationships/rapport and networking with other organisations.
- Asking how you can help them and what do they need?
- Asking for feedback, why are people not interested in replying? (In general, and in diverse groups)
- Asking what their challenges are and how could you help?
- Ensure your company is accessible for disabled applicants.
- Choose suppliers that are inclusive in their products and services.
- Be transparent and authentic about goals and motives when approaching organisations.
- Link up with different communities in the industry, share their posts, interact, ask if they would post your job advert or could help find applicants.

Look at:

- Niche job boards
- Facebook groups/pages
- Community boards

DON'T FORGET TO FOLLOW UP!

HOW TO WRITE AN INCLUSIVE JOB DESCRIPTION?

- Don't use industry jargon, descriptive, or long words.
- Be clear about the realities of the role and what the job is.
- Use plain English.
- Don't use exclusive wording for e.g., 'strong' or 'energetic' as someone with a disability may feel they can't apply as they don't match these requirements.
- Try moving away from using CV's and ask situational questions for the applicant to answer. This takes away potential biases in the application process. Make sure you have a minimum of two people looking over applications to get a broader view.
- Think about offering the option of the applicant to create a video instead of a cover letter.
- Include a paragraph on DEI commitment in the job description, if you are undertaking proactive activities around diversity, then shout about it!
- Include a job brief, no longer than one page.
- Don't include unnecessary information.
- Think about using a video about the job role, use others in your organisation to present it.
- Make sure your font is 12pt <

- Give the ad a reasonable deadline.
- Outline the whole application/interview process – list and explain why, how the interview will be, is it a casual chat or will the applicant need to problem solve? Think about neurodiverse (for e.g., Autism) individuals too.

INTERVIEW PROCESS:

- Send through details in advance reassuring them that it is an informal meeting to get to know them, summarizing the format the interview will take, and how many people will be interviewing a suggestion would be no more than 2 people to make the interviewee feel at ease.
- Prepare questions in advance, especially asking them what they know about your business and what skills they can bring/What they want to get from being an intern at your company?
- Consider diversity, consider there may be some unconscious bias when choosing the interviewee.

HOW TO IMPROVE DIVERSITY IN LEADERSHIP?

- Use the same points as from the above as can be used for improving diversity in leadership too.
- Headhunt in a more diverse way.
- Contact organisers of certain events/groups/forums.
- Look internally, invest, and develop within your organisation.
- Promote from within.
- Look at your branding, is it demonstrating diversity, equality, and inclusion?
You can pick up some pointers from our [‘Social Media Tips’](#) document.

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