

## Recruitment-Resources

### Salary-Benefits & General Inclusion Tips

**Giving Credit Where Credit is Due:** The information, resources and links outlined below have shaped the tools, tips and resources referenced in the Job Description and job Posting Steps of the Inclusive Person-Centric Hiring Strategy. We hope having them summarized in one resource is helpful.

#### Salary, Benefits & the Labour Market:

- If this is a new position or if writing a job description is new to you, you can use the checklist content you developed for the role to consult the [National Occupational Classification \(NOC\) system](#) provided by the Government of Canada.
- Statistics Canada also provides relevant wage data that can be explored by occupation or region (or both): <https://www.jobbank.gc.ca/trend-analysis/search-wages>.
- Helpful [Labour Market Information](#) and links from Workforce Development Board (WDB) Labour Market Toolkit can provide a good sense of what your competitors or peer organizations are offering to new hires in similar roles.
- The Ministry of Labour, Immigration, Training and Skills Development also provides information concerning minimum age requirements for young workers: [https://www.labour.gov.on.ca/english/hs/min\\_age.php](https://www.labour.gov.on.ca/english/hs/min_age.php).
- Finally you can often gain some information through business contacts such as your local [Chamber of Commerce](#), Boards of Trade, Economic Development or other regional networks.
- You will want to ensure that you meet all minimum standards for wages, hours of work and other key terms and conditions of employment for your region. If you are not sure about these basic requirements, your provincial/regional government will provide a variety of tools and related to Employment Standards such as outlined in this sample user guide <https://www.ontario.ca/document/your-guide-employment-standards-act-0>

#### Tips for Writing an Inclusive Job Description and Posting

Below is a summary of concepts introduced in the activities across Steps three and four of the solution. See the sources used to develop the following tips at the end of the document.

##### 1. Avoid using flashy unnecessary descriptive titles and/or gender-coded words

Avoid words like “ninja,” “guru,” “dominate” or “rockstar,” – unless you actually want to hire a rockstar. Using clear wording for the position reduces the “flair” and creates a more inclusive understanding of the role. You are less likely to turn off potential candidates who might interpret your language incorrectly or as something negative.

##### 2. Remove other gender coded words that are in your job description.

Utilize a [gender coded tool](#) that will tell you right away whether your job description leans towards a male or female perspective.

## Recruitment-Resources

### Salary-Benefits & General Inclusion Tips

#### 3. Stick to the “must-haves” rather than “dream-haves”

The average **job seeker spends just 49.7 seconds** [reading/reviewing a job description](#) in order to decide if the job posting is a fit.

So, remember to focus on your core competencies. As a hiring manager, you might have a dream candidate in mind, and by focusing on what you would like, leads to developing a biased or non-inclusive job description.

You are creating a wish-list that is based on your desires rather than on the core skills needed for the job.

If you would still like to describe complimentary desired skills, then state it clearly with a message such as “having a familiarity with”.

#### 4. Avoid using unnecessary corporate speak and jargon

Just because someone doesn't know your company jargon or acronym, does not mean they can't do the job. Studies show that jargon and [corporate language in job postings is one of the biggest turn-offs in keeping talented people](#) from apply for job positions for which they are qualified.

#### 5. Emphasize your company's commitment to diversity and inclusion.

Have a clear statement on values, commitment, and Equity, Diversity and Inclusion (EDI) pledge in your job postings. Include what your company is currently doing to create an environment of belonging in the workplace.

Go beyond just stating “we are an equal opportunity employer” at the bottom of the page. Have a clear; affirmative statement at the top of the job posting in your own words creates a more powerful impression to potential candidates.

#### 6. State your inclusive benefits

If you already have paid parental leave, childcare subsidies, paid family sick time, and even health insurance then state them – this makes your job posting more attractive. It also creates an image of your company's commitment to a positive work environment.

If you don't have the ability to offer these benefits as a small business owner at this time, start thinking about the ways that you could support the personal needs of staff that convey you are an inclusive “family friendly organization”. This will go a long way in boosting your inclusive recruitment numbers.

## Recruitment-Resources

### Salary-Benefits & General Inclusion Tips

#### Examples of inclusive benefits

- Parental Leave rather than maternal leave
- Childcare or Educational Subsidies
- Wellness Days

Flexible work arrangements:

- Ability to work remotely
- Work a four-day workday
- Job Sharing
- Alternative religious/or cultural specific days off for standardized Christian holidays etc.

#### 7. Attention to Literacy for Inclusion

Have you ever read a legal document and wonder ‘What does this mean’? Literacy inclusion is being aware that people have different levels of literacy and visual understanding.

For example a person whose first language is not English may not understand your job posting but is ideally suited for the position and may screen themselves out of your job posting.

TIPS:

- Keep sentences and paragraphs short
- Use white space to reduce visual ‘noise’ – helps people to rest their eyes
- Use an external tool or service to help you

The complexity of text, for example, the length of sentences and complex phrases, can make your job description difficult to understand.

#### 8. Be aware of the differences in how people process information

When your job description is filled with jargon it may exclude people with different cognitive processing styles. For example, did you know that 1 in 5 people have dyslexia in Canada? See Strengths of Dyslexia to learn more.

TIPS:

- Utilize different ways of posting your job description
- Use Videos
- Caption the video

## Recruitment-Resources Salary-Benefits & General Inclusion Tips

### 9. Seek Outside Support

Connect to your local employment service centre to support and guide you in writing/creating an inclusive job posting

### 10. Review, Reflect, Restate & Repeat

Being an inclusive organization is about continuous learning, learning from what doesn't work and improving on what does.

- Review the language in your past job postings
- Reflect on it with outside input to determine what needs to be changed, update or eliminate
- Restate your new inclusive job posting
- Repeat

### Resources to Promote Diversity & Inclusion in Hiring and Company Values:

- [Promoting Inclusive workspaces](#)
- [Objective Assessment by Include-Empower.com](#)
- [Recruitment and Retention for Small-to-medium Employers](#)
- [Inclusive Recruitment: Optimize Your Recruitment Candidate pool Include-Empower.com](#)
- [HR inclusive Policy Kit-The Canadian Association for Supported Employment](#)
- [Sample Bias Free Job Descriptions](#)
- [Workforce Development Board \(WDB\) Labour Market Toolkit](#)
- [Inclusive recruitment article and tip sheet by – INCLUDE-EMPOWER.com](#)

### Sources for Tips

Tips to write an inclusive job description – Randstad Canada

<https://www.randstad.ca/employers/workplace-insights/talent-management/tips-to-write-an-inclusive-job-description/>

Must Do's for writing an Inclusive Job Description

[LinkedIn: Must Dos for Writing Inclusive Job Descriptions](#) , [Cut the Jargon in Entry Level Job Descriptions](#)

Inclusive Job Descriptions

[Harver.com blog-Inclusive Job Descriptions](#)

[How We Really Read Job ads- Wall Street Journal \(May 2013\)](#) [The Ladders-Eye Tracking Study](#)

[Evidence That Gendered Wording in Job Advertisements Exists and Sustains Gender Inequality- Journal of Personality and Social Psychology. \(March 2011\)](#)

[Diversity Best Practices: Research Report: How to Write Gender Neutral Job Descriptions to Mitigate UB McKinsey and Company: Why Diversity Matters and Delivering Through Diversity](#)

[Harvard Business Review: Why Women Don't Apply for Jobs Unless They're 100% Qualified](#)

[Dyslexia Strengths and the Changing World of Work-EY The Value of Dyslexia](#)