

# How to Create a Gender Diverse Job Description



## Step 1: Job Titles

Try to give job titles more consideration. Avoid masculine words essentially, stop looking for “Rockstar’s, Hackers or Sales Animals”, these types of job titles generally detour female applicants from applying.

Stick with- Engineer, Project Manager, or Sales Executive. A great way to create a more natural job description would be to check out this [tool](#) which is very handy.

## Step 2: Word choice

Try to balance your use of gender-specific words, again the above tool will be able to help here. It's important to identify problem spots in your word choices.

Words like "analyse" and "determine" are typically associated with male traits, using words like "collaborate" and "support" tend to attract more female candidates. Things to avoid would be the use of aggressive language like "nail or crush it."

### **Step 3: Tone of voice**

One area that has been researched is how female candidates tend to resonate with companies associated with a growth mindset. So, using words like "loves learning" or "seeks challenge" and avoiding "top performer" or "top talent", work better with the target women audience.

Our research has shown that a fixed mindset tends to put off applicants. Why is a growth mindset so important? Creating a pipeline of candidates, in general, is a problem for the IT sector, but female pipelines are fewer and harder to create.

The presence of women in STEM courses in college is lesser compared to men, which means they're less likely to have a traditional background. Showcasing those development programmes is likely to give female candidates more confidence to apply. Ensure to add phrases like "we are looking for people who are keen to learn".

### **Step 4: Requirements list**

Some hiring managers put a wish list together, essentially identifying his/her requirements. These lists can be long and it's easily forgotten that the person who filled that role, trained up on most of those requirements while on the job. So, it's best to limit the requirements on the job spec.

Research shows that women are unlikely to apply for a position unless they meet 100% of the listed requirements, while men seem to apply for anything. Yes, I have had everything from taxi drivers with no qualifications apply for a Software Developer because they know they can learn on the job.

We don't see that so much with female candidates. So really assess what's critical and what can be trained and make it obvious on the job description.

### **Step 5: Highlight your commitment to equality**

Make your commitment to Equality and Diversity & Inclusion (D&I) obvious. People generally want to know they are welcome.

I think a statement (not just the general small effort at the bottom of every job description) to let candidates know that you intend to make the workplace a friendly one, a collaborative one, a place to learn, and a place you can be yourself, can make all the difference. Always let your values shine. Showcase your company values and showcase the fact that you promote diversity and inclusion. List out what you are doing also.

Parental leave, flextime, any assistance around child care, and your future base of employees. Let candidates know what you can offer in the spec. These are huge plus points that can help you win them over.

If you have any other questions about writing an inclusive job description, please contact us at [info@gempool.ie](mailto:info@gempool.ie) and we would be happy to help.