

HOW TO

write a more

equitable job post

LANGUAGE MATTERS. How you write a job description directly impacts how job seekers respond, and who you hire.

1 expand Equal Opportunity Employment statements

IT CAN CHECK A BOX...
OR TRANSFORM
YOUR WHOLE PROCESS

Many EOE statements seem like afterthoughts at the end of a job post, but the best statements:

1. ACCURATELY REFLECT THE CULTURE AND ACTIONS OF THE ORGANIZATION
2. ARE THREADED INTO THE JOB DESCRIPTION IN A WAY THAT FEELS REVOLUTIONARY WHEN DONE WITH CARE.

Both qualities have the potential to spark meaningful, ongoing reflection in your company as a whole.

MAKE ROOM FOR UNIMAGINABLE SKILLS AND TALENT. One unintended consequence of a lengthy qualifications list is missing out on candidates with valuable skills you didn't think to write down.

TRY INCLUDING
LESS REQUIREMENTS
...AND SEE WHAT
MORE YOU GET.

2 reduce Job Requirements

3 make the most of your Company Description

THIS SECTION IS
AN UNTAPPED RESOURCE
The most important question about your hiring process is not
"WHO WILL MY NEXT TEAM MEMBER BE?"

...but rather:

"WHY WOULD SOMEONE WANT TO WORK WITH OUR COMPANY?"
Your job post is an advertisement for your company— use it to inspire and attract great workers.

4 be transparent about Compensation

QUESTION THE SYSTEM THAT RELIES ON UNPAID OR UNDERPAID LABOR—

who is it serving?
How can we do it differently?

5 reconsider How to Apply instructions

WHAT DOES A RESUME REALLY TELL US?
Asking for something different may improve the hiring experience—and thereby your team.

6 there is no Final Step

KEEP GOING.

Rest as needed.
We can all learn more and do better until we are collectively closer to freedom.