

## Writing Inclusive Job Postings

Job postings are different from job descriptions. Job postings have four purposes:

- Provide a broad description of the role (and not an exhaustive list of every task).
- Lay out the experiences and aptitudes that are required, so that all qualified applicants can see themselves in the role.
- Provide clear instructions about how to apply.
- Generate excitement for the role.

Job postings are drafted by HR after a search team identifies the Top 10 attributes for the role. Generally, the HR recruiter provides the draft of the job posting the next work day after the search team's strategy meeting. The search team may provide feedback and edits to HR's draft, so it is imperative that all search team members understand how to write equitable and effective job postings.

### Dos

1. Write the "What You Will Do" bullet points first. These are 4 to 7 main responsibilities of the role. After you write this list, derive the "Who You Are" section which will reflect the Top 10 attributes identified. Always start with a blank sheet of paper. Do not begin writing a job posting with an old job posting. You will end up copying certain phrases that are well-worded but perhaps secondary to the Top 10 or even outdated. Your job posting will be more accurate and brief if you start with a blank sheet of paper.
2. Demonstrate the college's commitment to anti-racism, e.g. include "Our department is committed to anti-racism. We are committed to community-building." in the What You'll Do section.
3. Consider including experience with diversity as a required qualification in the Who You Are section, e.g. "You are skilled and comfortable working with colleagues who belong to different ethnic, socioeconomic, and cultural groups than you."
4. Convey that self-awareness is required, especially as it pertains to self-awareness of one's own culture, identity, biases, prejudices, power, privilege, and stereotypes, e.g. include "You are self-reflective. Others would say you are able to reflect on past mistakes, understand and mitigate the harm that occurred, and move forward with a new perspective".
5. Be welcoming. Use equitable language including gender neutral words.
6. When writing job requirements or experience requirements: Keep in mind that we hire for potential and aptitude. It is never required that a person have held this precise position before at a different employer.
7. Be open to this role being a step up in a person's career. The most talented applicants often don't want to take a job they have already done. The most talented applicants are often looking to take a step up in their career rather than a lateral transfer.

### Dont's

1. Don't ask for education qualifications that are not needed. Very few of our staff roles require a Master's degree. Even saying "Master's degree preferred," is off-putting to candidates who don't have one. In fact, most staff roles don't require a bachelor's degree in any certain field. In the spirit of liberal arts education, we know a person can major in French literature and be fully qualified as a programmer in IT. It is best if no education qualifications are listed when they are not absolutely necessary.
2. It is common for a hiring manager to feel afraid of having too many resumes to read, so they try to limit the candidate pool by placing restrictions such as requiring certain education or experience. Do not allow this fear of too many applicants to cause you to list requirements that aren't actually required. Your search team will help you manage the applicant pool. Your HR recruiter can assume full responsibility for reviewing resumes and conducting phone screens, if the hiring team wishes.
3. Do not take your posting down after you have "enough" applicants. Reed keeps every job open until a finalist has verbally accepted our offer. Instead of taking the posting down, assign someone from the search team to monitor later applicants and recommend them to the HR recruiter for phone screening. If the HR recruiter believes the later applicant should move forward, they will recommend them to the search team for review.
4. Don't use florid language. People already know we Reed is an intellectual place, and they may even hold the belief that we are a place of privilege. We want them to know that they could feel respected and at home here.
5. Don't use lists of verbs, e.g. don't say "Plan, design, maintain and update..." when it would be simpler to say "Be responsible for..." Lists of verbs sound overly-lofty. If you're tempted to use a list of verbs, choose one of them instead.
6. Don't use acronyms or higher ed lingo that goes unexplained. Only use acronyms where it is helpful. Use common language instead of higher ed speak where possible.

7. Don't use job titles that might be off-putting to candidates who have not worked in higher ed. Job titles used in job postings should be short, easily understandable, and descriptive to those outside Reed. In some instances, we may choose to use a simpler job title in the job posting, but use a slightly different one after they start. If so, we would explain this in the interview process.