

6 Elements of an Inclusive Job Ad

In today's competitive hiring market, a good first impression is essential for attracting top talent. For many candidates, a job advertisement can be a make-or-break moment. Before a prospective employee clicks on your website or visits campus, a job ad can signal welcome—or deter—a potential candidate from applying.

The job ad is an important opportunity to communicate departmental needs, highlight the university's strengths, and capture the broadest possible pool of applicants. However, most universities limit themselves by listing unnecessary qualifications or sector-specific requirements and relying on a cut-and-paste equal opportunity statement.

In our research on institutional efforts to improve diversity and attract top talent, we analysed hundreds of job postings to identify six elements of job ads that demonstrate a genuine commitment to diversity and inclusion.

1

Highlight flexible work policies where appropriate

Flexible work can extend the geographic reach of your job ad and attract diverse talent. Remote or hybrid working should be promoted, but don't forget to highlight other types of flexible working. Opportunities such as a 4-day work week, core business hours, or healthy life hours can enable candidates with caring responsibilities or health concerns to work in a way that supports their needs.

2

Expand the acceptable backgrounds for the position when possible

Focusing on the required skills for the job rather than previous experience in a role or sector will broaden the applicant pool. Job ads that centre years of experience or privilege previous experience in the industry can prevent diverse candidates with relevant transferrable skills from applying.

3

Emphasise inclusive family policies and benefits

An explicit statement acknowledging various familial circumstances that may impact career choices encourages candidates to apply who may have otherwise self-selected out. Outlining benefits such as childcare support, paid family leave, or eldercare clearly and inclusively emphasises the institution's commitment to a diverse workforce. Using gender-neutral language when discussing family policies also signals welcome to LGBTQ+ applicants.

4

Request information about the candidate's interest in or experience with equality, diversity and inclusion (EDI)

Soliciting an explicit statement (either in the application or during the interview) about working with underrepresented groups or a commitment to inclusion and diversity can prompt a thoughtful conversation with applicants about how they plan to contribute to departmental goals on that front.

5

List the salary range in the ad

Posting a salary range communicates your institution's commitment to pay equity and can help attract diverse candidates. For example, on one UK job vacancy website, ads that listed salaries saw a **27% increase** in applications from diverse candidates. It also emphasises that the university values transparency and helps establish trust between applicants, employers, and current staff.

6

Tailor all equal opportunity statements to the role

A strong job ad should emphasise that improving staff diversity is a priority not only for the institution but also for the specific department. Explain how equality, diversity, and inclusion (EDI) relate to the job and larger departmental priorities, like supporting an increasingly diverse student body. From an institutional level, go beyond generic statements to explain how the institution demonstrates its commitment to a culturally and intellectually diverse workforce.

EAB University



Job Title _____

Location _____

About EAB University

The Role in Brief

Qualifications

Benefits

Application Process _____

Salary _____

Equal Opportunity Statement

