

How to Remove Gender Bias in Job Descriptions

Use gender-neutral titles in job description

Male-oriented titles can inadvertently prevent women from clicking on your job in a list of search results. Avoid including words in your titles like "hacker," "rockstar," "superhero," "guru," and "ninja," and use neutral, descriptive titles like "engineer," "project manager," or "developer."

Check pronouns

When describing the tasks of the ideal candidate, use "S/he" or "you." or better yet, remove all references to pronouns. Example: "As Product Manager for XYZ, you will be responsible for setting the product vision and strategy."

Avoid (or balance) use of gender-charged words

Analysis from language tool Textio found that the gender language bias in job postings predicts the gender of the person you're going to hire. Use a tool like Textio or free Gender Decoder to identify problem spots in your word choices. Examples: "analyze" and "determine" are typically associated with male traits, while "collaborate" and "support" are considered female. Avoid aggressive language like "crush it" or sports-related terms like "touch down."

Limit the number of requirements

Identify which requirements are "nice to have" versus "must-have", and eliminate the "nice-to-haves." Research shows that women are unlikely to apply for a position unless they meet 100 percent of the requirements, while men will apply if they meet 60 percent of the requirements.

Avoid superlatives and idioms

Excessive use of superlatives such as "expert," "superior," "world-class" can turn off female candidates who are more collaborative than competitive in nature. Research also shows that women are less likely than men to brag about their accomplishments. In addition, superlatives related to a candidate's background can limit the pool of female applicants because there may be very few females currently in leading positions at "world-class" firms.

Avoid references to sports and military jargon. For example, we need someone who will "hit it out of the park", "we need a quarterback to lead this project" or "we need someone who can set up a war room".

Adapted from: www.glassdoor.com/employers/blog/10-ways-remove-gender-bias-job-listings/



Reconsider your major requirements

Stating a particular major within a degree as a mandatory requirement for your job can greatly limit the number of applicants to one gender or the other. You may be discouraging some highly skilled candidates from applying to your job. In fact, Glassdoor Economic Research found that the choice of college major can vary by gender, and by making specific majors mandatory you may be limiting your candidate pool.

Express your commitment to diversity and inclusion

Candidates want to know they'll be welcome in your culture before they make the effort to apply. A simple statement toward the end of your job description lets candidates know that you intend to make the workplace a friendly one.

Let your values shine

If your company values are well-defined and promote diversity, infuse the concepts into your job descriptions, or list them out.

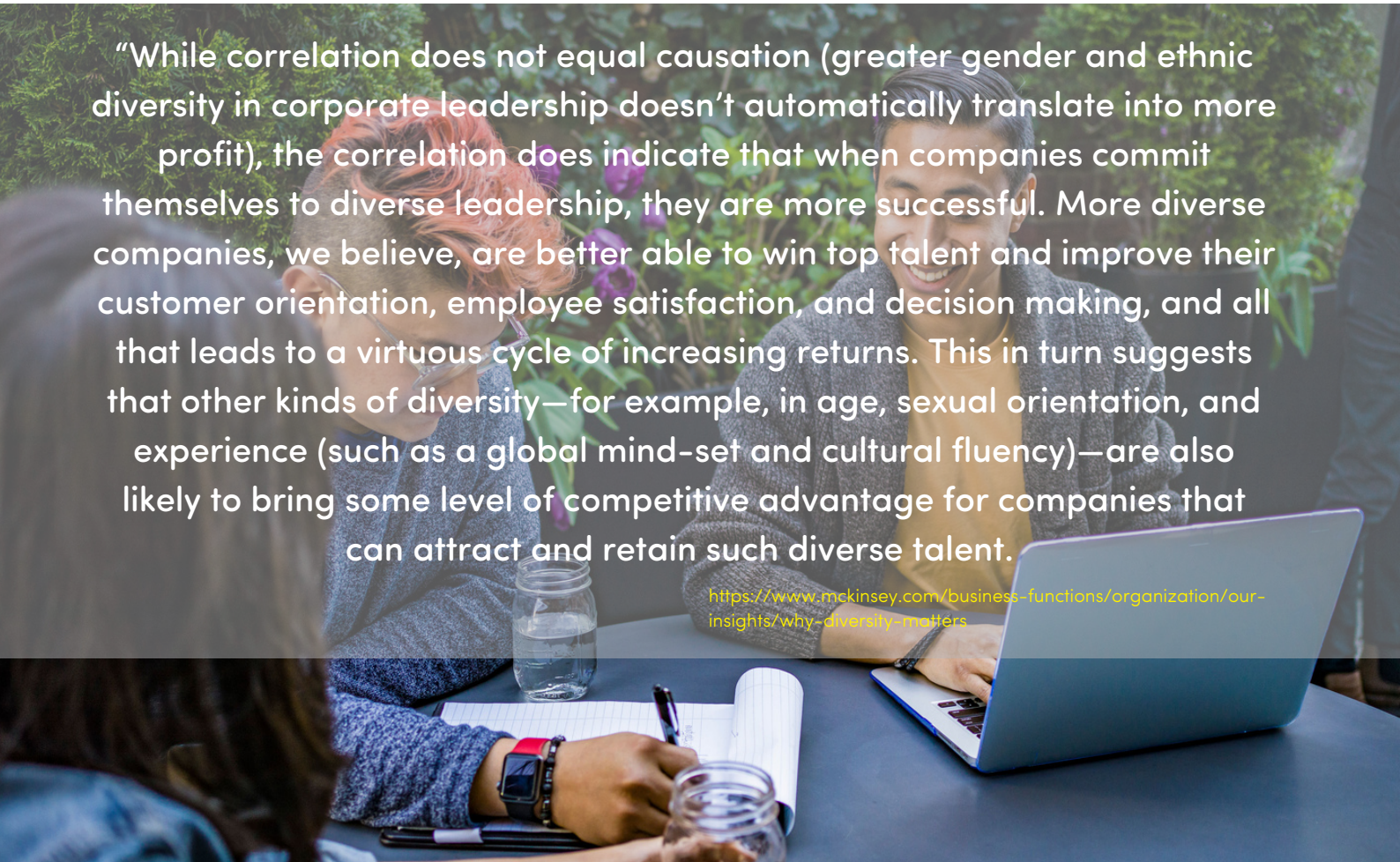
Promote volunteer and employee activities

If your company offers volunteer opportunities with organizations like Girls Who Code, female-friendly employee resource groups, or a mentorship program, let candidates know in your job description.

State your family-friendly benefits

Benefits such as flextime, adoption leave, and family event leave benefits families and your future base of employees. Let candidates know what you offer.

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“While correlation does not equal causation (greater gender and ethnic diversity in corporate leadership doesn’t automatically translate into more profit), the correlation does indicate that when companies commit themselves to diverse leadership, they are more successful. More diverse companies, we believe, are better able to win top talent and improve their customer orientation, employee satisfaction, and decision making, and all that leads to a virtuous cycle of increasing returns. This in turn suggests that other kinds of diversity—for example, in age, sexual orientation, and experience (such as a global mind-set and cultural fluency)—are also likely to bring some level of competitive advantage for companies that can attract and retain such diverse talent.

<https://www.mckinsey.com/business-functions/organization/our-insights/why-diversity-matters>