



A GUIDELINE FOR EMPLOYERS AND ACADEMIC INSTITUTIONS

USING POSITIVE – ACTION LANGUAGE TO RECRUIT DIVERSE TALENT

The Power of Language

Although you think of your recruitment or marketing materials as ‘neutral’ or ‘unbiased’ you’ll find that many may be inadvertently aimed at men.

Fortunately, with a little work, you can make your materials – from job adverts to course descriptions – accessible to all genders.

Support from Equate Scotland

Equate Scotland can offer FREE legal advice from Morton Fraser, a law firm which specialises in positive action and recruitment.

Email info@equatescotland.org.uk
or call us on 0131 455 5108



MYTH: We should treat everyone the same – anything else is discrimination or stereotyping.

TRUTH: Diversity has been proven to make teams thrive. Not allowing for differences can cause or exacerbate discrimination.

For example, there is evidence that women and men may solve problems differently. These different approaches can enrich team work, so job adverts need to actively champion diversity.



MYTH: Saying ‘the candidate’ or ‘he/she’ is enough to make job adverts or course descriptions accessible to all genders.

TRUTH: Bias can be very subtle. Everything from photos and layout to general word choice can lead to unconscious gender biases in your adverts or descriptions. A good example is omitting essential skills like team working that women often relate to.



MYTH: Women just aren’t suited to STEM and construction...

TRUTH: These industries have a lot to offer everyone. But if women are being put off, your business is missing out on valuable talent.

Get in touch:

 equatescotland.org.uk

 [@equatescotland](https://twitter.com/equatescotland)

 0131 455 5108

Be part of the solution



Women are not a homogeneous group

When developing marketing materials, job adverts or course descriptions it is important to remember that the recommendations above are providing a general overview on what can be done to attract more women to STEM roles and subjects. This is based on the discussions we have with women and gender recruitment research, however women are a very diverse group and as such materials should reflect this diversity. By creating materials which include well rounded and balanced language, we are not only potentially attracting more women to STEM but are likely to increase interest from any individuals who the current language, tone and images are not speaking to.