

Advertising your vacancies

Advertising vacancies in the right way will broaden the pool of candidates and offer greater opportunities for people with the right skills, but who may not have the experience needed.



1. Make a conscious effort to be Inclusive

Protected characteristics should NOT form part of a job advert or description. The Equality Act 2010 lists nine protected characteristics:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation



2. Place adverts for the same role but with different angles

This will encourage more people to apply. For example placing a sector specific advert in industry journals, local advertising with a broader appeal and then using agencies that specialise in placing people with different abilities.



3. Create internships or similar programs that are inclusive and actively engage people with disabilities

- Ensure job applicants are aware that reasonable adjustments are provided during the job application and interview process.
- Advertise without using jargon to increase the chances of applicants with transferable skills applying.
- Focus on values and a few core skills. For example, someone can be taught skills, but someone who matches your business values, beliefs or behaviours could be harder to find. Stay focused on the potential of the person.



4. Decide where your advertisement will be run

- Specialist recruitment agency or website (JobCentre plus, EvenBreak)
- Social media (LinkedIn)
- Direct - your own recruitment website
- Ready, Willing and Able candidate pool

Application process

1. Removing barriers

Consider if a formal CV is relevant to your needs. This is just a snapshot of someone's history and could be open to conscious and unconscious bias.

2. Alternative application processes

Keep it simple. Decide on four or five key questions and offer flexibility in how people can apply - a written application, videos, presentations or phone calls. This is about relating the process to the skills required for the role. For example, a video of demonstrating knife skills may be better than listing them on paper.

3. Timings and clarity of the process

Be clear about what will happen and when - don't prolong the process unnecessarily and be clear on when you will respond. This will enable people to process and plan appropriately and could reduce anxiety.

4. Screening

Certain types of pre-employment screenings, for example tests with defined time limits, can unintentionally be biased against people with certain disabilities. Removing these will reduce barriers for applicants with disabilities to reach the next step in the job application process.

5. Interview questions

Sharing questions 24 or 48 hours ahead of the interview will allow everyone time to prepare and think of their response. This approach reduces interview anxiety and allows you the opportunity to see the 'best' of the candidate. Interviews are not something many people (employer or candidate) are skilled in, so make sure you give candidates an opportunity to shine.

6. Technology

Provide a full overview of assistance that will be offered at the interview, for example technology, coaching and accommodation.

Selection process



1. Unbiased selection

A process where you can identify the abilities of the individual without discriminating against their differences. For example, screen applications without sight of their personal details.



2. Alternatives to interviews

- On the job selection.
- Group activities or individual assessments.
- Online activities that are relevant to the role.
- Secondments into different roles for existing employees.
- Job share for new and existing roles.



3. Open questions and interview techniques

- When asking questions, focus on the candidate's motivation, as well as the specific requirements of the job.
- Listen actively.
- Assess the person's suitability for the post only once the interview has finished.
- Focus on transferable skills. A candidate might speak about non-work related topics that can translate to skills or capabilities required for the job.
- Offer an 'on the job interview' where candidates can spend time working.



4. Prepare for an inclusive interview

As the recruiter, ensure you prepare for the interview. The more preparation you do for the interview, the less chance you have of making a biased decision. You should be looking to make an evidence-based decision, which will involve understanding what you are looking for and how to extract the information you need.

Preparation should include agreeing:

- The individual roles of your panel members.
- The questions and who will ask them.
- The scoring matrix.
- Whether you will be asking supplementary questions.
- The potential impact of unconscious bias.
- How to set the right tone.
- The best way for candidates to demonstrate their capabilities.
- The time allocation, which should include additional time for unforeseen problems, like technical difficulties in an online interview.

For more information on taking the next steps to becoming a more inclusive employer, please contact us by emailing RWA@seeability.org