Vacancy announcements: Examples of Good Practice

Top Tips for Inclusive Vacancy Announcements:

1. **Include Value Statements**
   - Include statements that demonstrate the organization’s values, e.g. diversity, flexible working or other enabling practices, zero-tolerance approach with regards to harassment;
   - Include value statement at the beginning of the vacancy announcement, rather than the end;
   - Rethink how you write the value statement, e.g. bold or underline;
   - Streamline the vacancy announcement system so that these statements automatically appear on every job announcement regardless of contract modality, location or seniority;
   - Ensure that the respect to diversity is reflected in the procedures, e.g. signpost to options for different formats or ways for candidates with disabilities to apply;
   - Consider having a dedicated webpage that demonstrates the organization’s values;
   - Use pictures to communicate diversity, especially when posting on social media.

2. **Use Gender Neutral Language**
   - Ensure that vacancy announcements use gender neutral language throughout;
   - Require hiring managers to be trained on eliminating unconscious bias in job application processes, including job design, job descriptions and vacancy announcements;
   - Consider the country-specific context and the level and types of inequality in the country;
   - Avoid using words which are traditionally associated with men as women will be less likely to apply. Obvious masculine words to avoid are e.g. he/his, mankind – instead use she/her or they/their and humankind;
   - Be aware of words that, according to research (http://gender-decoder.katmatfield.com/about), are coded as gendered, for instance:
     - **Masculine coded words:** leadership, persistence, challenges, autonomy, challenging;
     - **Feminine coded words:** trust, support, understanding, sharing, responsibility;
Craft job descriptions for the broadest audience;

Ensure that only the essential qualifications and the “must-haves” in the evaluation criteria are mentioned in vacancy announcements and job descriptions to attract the widest pool of applicants. The “nice-to-have” and nonessential criteria could discourage the non-represented and under-represented groups from applying. For instance, women tend to apply only if they feel they meet all criteria. Especially, avoid restrictive criteria, for instance:

- qualifications or licenses specific to some countries or groups of countries;
- prior field experience;
- knowledge or skills which can only be acquired in the UN.

Ensure that job openings demonstrate the organization’s commitment to gender equality and diversity by including a gender indicator in the competencies required under the evaluation criteria;

When evaluating candidates, require them to demonstrate that they can incorporate a gender perspective into their work.

These principles are based on the UNWOMEN Vacancy announcement Examples of Good Practice

Further Tools and Examples