

7 TIPS for Creating Highly Effective JOB POSTINGS



Follow these best practices when writing a job posting in order to attract top candidates, including talent with a disability, and demonstrate your company's commitment to creating an inclusive work environment for all employees.

1

Use clear and easy to understand language. Keep sentences short to improve readability.


TYPICAL: Strong communication and influencing skills.

Better approach:  Good communications skills.

TYPICAL: Ability to perform individually in a competitive environment.

Better approach:  Works well in a team environment.

TYPICAL: Superior ability to satisfy customers and manage company's association with them.

Better approach:  Sensitive to client needs. Can develop warm client relationships.

2


Distinguish between essential and non-essential job requirements.

An administrative assistant may have essential duties including filing, computer and phone work. The employer may consider moving heavy boxes of office supplies as non-essential to the job description as it can be assigned to another person in the department.

3

Avoid asking for credentials or other requirements that are not necessary to perform the job.

TYPICAL: Requires x number of years experience in a particular role.

Better approach:  Candidates who can demonstrate ability through past achievements, including volunteer, are encouraged to apply.

4

Avoid technical jargon and complex terms that are non-essential to the job posting. All readers, regardless of industry, should be able to understand your posting and what the job involves.



5

Provide concrete examples of duties and tasks whenever possible. Begin each sentence with an active verb and use the present tense.

TYPICAL: Must be able to lift 50 lbs.

Better approach:  Moves heavy equipment.



6

Watch for wording that may exclude candidates who have a disability without intending to. Use inclusive language.

TYPICAL	BETTER APPROACH	LANGUAGE EXAMPLE
Walk	Move	The person in this position needs to occasionally move about inside the office to access file cabinets, machinery, etc.
Talk, Hear	Communicate, Detect, Converse With, Discern, Convey, Express Oneself, Exchange Information	The person in this position frequently communicates with students who have enquiries about their tuition bill or financial aid package. Must be able to exchange accurate information in these situations.
Carry Weight, Lift	Move, Transport, Position, Put, Install, Remove	Frequently moves audio/visual equipment across campus for various classroom and event needs.

7

Include a clear inclusive hiring statement that indicates your organization's interest in receiving applications from people who have a disability and the availability of accommodations.

Company ABC welcomes and encourages applications from people who have a disability. Accommodations are available, on request, for candidates taking part in all aspects of the selection and recruitment process. Contact [name/telephone/email] to make a request.

Bold and intentional statements that illustrate your company's commitment to inclusive hiring are key to attracting top talent. Take for example the case of Microsoft and their statement around hiring people who have a disability:

“Disability is a strength. It makes us a stronger company, and by growing and involving people with disabilities at Microsoft we will make better products that help us and our customers to achieve our mission to empower every person and every organization on the planet to achieve more.”

Candidates evaluating Microsoft for career opportunities, regardless of whether they have a disability, are attracted to this strong commitment to inclusive hiring practices.



Connect with us for additional information or if you have questions on how to attract, onboard and retain exceptional employees.

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