

## **Diversity Management and Equal Opportunities**

### **Diversity-friendly Job Advertisement**

As the employer write a job advertisement (for both within and outside the company) in such a way that no one feels discriminated against on the grounds of gender, ethnic origin, disability, religion or belief, sexual orientation or age!

In your requirements avoid citing gender, age limits, "perfect" language skills, references to ethnic origin, religious affiliation, sexual orientation, etc.

Exceptions are only allowed when a certain characteristic constitutes a genuine and determining occupational requirement for the post or the conditions relating to the activity, e.g. perfect language skills for an interpreting job.

Take care with words such as "physically strong," "resilient," "independent," "native German speaker", which may indicate indirect discrimination on the grounds of gender, disability or ethnic origin.

In general, the following applies: the purpose is to describe the job and not the candidate. The job advertisement is intended to describe the activities that the applicant would objectively need to undertake (physically demanding work, travel, irregular working hours, correspondence in fluent English ...), and should not be used to display the employer's preconception of the candidate.

Refraining from requiring the candidate to submit a photograph could be a start! When using a person's photograph ensure as far as possible that the person is in a "neutral" pose (e.g. no sexy posing)

Observance of these principles does have economic importance, as a discriminatory job advertisement could result in legal proceedings against the company for damages or compensation!

### **Exercise:**

Create a non-discriminatory job advertisement with the exact profile required and a picture for a well-known daily newspaper!