**Checklist for recruitment advertising**

**Job advertising compliance**

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| [ ]  | Do not use words that could be construed as sexist in job advertisements, for example 'storeman'. |
| [ ]  | If pictures are used, ensure they do not create a stereotypical image, for example, if only white people are in the picture |
| [ ]  | Scrutinise the wording to check that there is no ambiguity or possibility for misinterpretation. |
| [ ]  | Ensure that any job-related requirements included in the advertisement are appropriate and necessary for the performance of the job, and not excessive or overstated. |
| [ ]  | Ensure that advertisements neither state nor imply that the work is unsuitable for a disabled person. For example, avoid stating that the job requires physical fitness or energy if this is not strictly the case. |
| [ ]  | Avoid vague and subjective terminology such as 'intelligent', 'articulate' or 'good communicator'. |
| [ ]  | Avoid using age limits or ageist terms - for example, 'young, dynamic junior required' |
| [ ]  | Do not specify qualifications that a specific age group will not have (e.g., media studies are a recent addition to the list of degrees, and older people would not have had the opportunity to study this). |
| [ ]  | Do not ask for skills that are not required (e.g., requesting fluent English reading and writing when this is not part of the job requirement).  |
| [ ]  | Do not raise false expectations (e.g., mentioning a bonus that is unlikely to be offered).  |
| [ ]  | Remember that an advertisement could be seen as an implied term of a contract of employment - hence anything offered in relation to the job could be binding. |

**Content of job adverts**

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| [ ]  | Job title |
| [ ]  | Location of job |
| [ ]  | Duties and responsibilities of the post |
| [ ]  | Essential and/or desired skills, experience, and qualifications |
| [ ]  | Remuneration package |
| [ ]  | Application procedure |
| [ ]  | Closing date for receipt of applications |

**Advertising vacancies internally**

If you choose to advertise vacancies internally within your organisation either instead of, or as well as, advertising externally you should make sure that:

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| [ ]  | Your internal advertisement is compliant and contains all the information outlined in the external advert.  |
| [ ]  | You select a method of publication that will be accessible to all staff. |
| [ ]  | You ensure that any temporary staff or agency workers are informed of the vacancy. |
| [ ]  | You take special steps to inform any staff on leave, such as long term sick or parental leave, of the vacancy.  |
| [ ]  | Where redundancies are being considered within your organisation internal advertising opportunities should be exhausted fully before any other advertising takes place. |

**Discrimination**

All forms of advertising are within the scope of the Equality Act 2010 and liability under the Act can also extend to publishers of adverts. To avoid problems, you should:

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| [ ]  | Not state a preference for candidates of a certain sex, age, race, religion, or other protected characteristic.  |
| [ ]  | Avoid implying a preference through the language used in the advert, for example, the use of gender specific job titles such as handyman or waitress. |
| [ ]  | Avoid stating requirements that relate to protected characteristics, for example, the use of words such as young, mature, or fit. |
| [ ]  | Make sure that you advertise the position in a non-discriminatory way, for example, avoid advertising a position in a single religious publication where people of other religions are unlikely to see it, or advertising only on social media sites where older applicants may be less likely to become aware of the vacancy.  |
| [ ]  | Avoid the use of stereotypical images within the advertisement. |

**Exceptions**

There are certain circumstances in which it is acceptable to advertise for candidates within specific groups. These exceptions arise where there is either a genuine occupational requirement or a genuine occupational qualification required for the proper performance of the position that only exists within a particular group of people. Examples of exceptions include:

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| [ ]  | Vacancies involving the provision of intimate care to males which can be restricted to male applicants only.  |
| [ ]  | Adverts for a female character in a play that are restricted to female applicants only. |
| [ ]  | Reasons of decency and privacy, for example, when advertising for changing room attendants. |
| [ ]  | The provision of personal services to vulnerable people, such as advertising only for female candidates for a position within a hostel for women. |
| [ ]  | Positions to be carried out within a private home. |
| [ ]  | Advertisements designed to encourage applicants with protected characteristics that are under-represented within your workforce.  |

**Use of exceptions**

It is essential before relying on any of the above exceptions that:

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| [ ]  | There is a genuine requirement for the discriminatory advertisement. |
| [ ]  | The genuine requirement is a lawful one. |
| [ ]  | Professional advice is sought on the precise circumstances surrounding your advertisement to ensure compliance with current legislation. |