

## Inclusive Language for Job Descriptions

Using inclusive language on all of your messaging, especially job postings and descriptions, ensures you showcase to others the importance of including and not excluding others. These easy-to-follow tips and examples help develop a welcoming message to your applicants and employees.



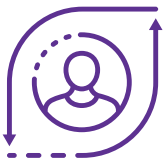
### Gender:

Substitute the neutral term “their” for “his” or “her” wherever pronouns are used. For example: “the ideal candidate can efficiently manage their responsibilities.” Avoid inadvertently gendered terms, such as “aggressive” and “compassionate,” that may suggest a man or woman for a role.



### Race and Ethnicity:

Inclusivity is not just for disabilities, and if you are including people with disabilities, you should also be considering an unbiased approach to race and ethnicity in your hiring. This includes English as a Second Language candidates, so make sure your position’s requirement for strong communication skills is essential to the job if you list it.



### Age:

The number of people with disabilities grows as you look at the aging population, and it is becoming more common to hire older employees. Terms like “fresh” or “energetic” imply you are looking for someone young. Alternatively, “seasoned” or “senior” might deter younger applicants. Senior and junior are outdated terms that may make someone uncomfortable given their experience or age.



### **Sexual Orientation:**

The LGBTQ2S+ community is a part of inclusivity in the workplace; make small changes like updating “maternal leave” to “parental leave.”



### **Ability:**

Using physical terms like “strong” or “able-bodied” tell the applicant with a physical disability they cannot do the job or won’t be accommodated.



### **Education:**

Being flexible with education requirements when applicants have relevant on-the-job experience can broaden your applicable candidates. List more than just one type of training. For example: “Post-Secondary Education in Counseling, Education, Online Learning, Social Work, Psychology, Business or related field.”

 [Adapted from: Inclusive Job Postings: How to Write Them and Why They Matter – Zenefits](#)