

Recruiters Guide to Attracting Diverse Jobseekers

A Guide to help attract Diverse Jobseekers
through Inclusive Recruitment Practices



Diversity Job Network

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Welcome Message

The Diversity Job Network invites you to explore our Guide, offering practical insights to help you attract and hire diverse jobseekers.

Our job board platforms Neurodiversity Jobs, Disability Job, LGBT Jobs and BME Jobs connect professionals with inclusive employers, while also assisting employers in reaching unique and valuable candidates through targeted advertising and overall enhancing their company's diversity.

We collaborate with organisations that are dedicated to fostering inclusive work environments that support and celebrate employees from all backgrounds and communities.

By advertising on our job boards, employers gain access to a network of talented professionals ready to make a meaningful impact.

Dive into this guide to discover actionable steps for implementing inclusive recruitment practices and attracting diverse talent.

Your path to embracing diversity and inclusion — whether you're seeking to join an inclusive employer or cultivate one — begins with us.



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Company Overview

Our Mission



Diversity Job Network's mission is to help employers create inclusive workplaces that recognise and value the unique differences of their employees, while also striving to attract new, diverse jobseekers to their teams.

When workplaces embrace individuals from diverse backgrounds, perspectives, and abilities, they create a culture where everyone feels valued and respected for who they are. Our DEI job platforms help in this process.

Our Goals



Attracting diverse talent is a crucial element for building a successful and inclusive workforce. A 'Recruiter's Guide to Attracting Diverse Jobseekers' focuses on several key goals:

Creating an inclusive hiring process, broadening reach, fostering a welcoming culture, and using a range of methods to ensure equitable practices.



Six Key Areas for Hiring Diverse Jobseekers

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Understand the Importance of Diversity

- **Broaden Perspectives:** Diverse teams lead to more creative problem-solving and innovation.
 - **Enhance Company Culture:** Diversity promotes a healthy work environment, fostering collaboration and a sense of belonging.
 - **Widen Talent Pool:** By focusing on diversity, you tap into a broader and richer talent pool that can provide varied perspectives and expertise.
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Review and Revise Job Descriptions

- **Inclusive Language:** Avoid language that may unintentionally discourage certain groups from applying.
- **Highlight Flexibility:** Emphasise your company's commitment to flexible work arrangements, which can be particularly attractive to people with caregiving responsibilities or those in different life stages.
- **Focus only on Necessary Skills and Qualifications:** Only state the essential skills and qualifications required to fulfil the duties of the role. This ensures all potential suitable candidates are encouraged to apply.



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Widen Recruiting Channels

- **Target Underrepresented Groups:** Partner with organisations that collaborate with diverse communities.
- **Diverse Job Boards:** Post your vacancies on job boards such as Neurodiversity Jobs, Disability Job, LGBT Jobs, and BME Jobs. These sites help attract diverse candidates and promote your inclusive workplace.
- **Networking Events & Conferences:** Attend networking events that are linked to diverse communities, this could include diversity-focused career fairs, community groups, conferences, or webinars.



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Promote an Inclusive Employer Brand

- **Showcase Your Diversity Efforts:** Use your website, social media and other channels to highlight your company's commitment to Diversity and Inclusion, as well as initiatives and programmes supporting these values.

Diversity Job Network Can Help You Promote Your Inclusive Employer Brand in Two Ways:

1. Approved Supplier Badge We can provide you with our logos and 'Approved Supplier Badge' to incorporate into your website, careers page, and email signatures. This can also include displaying the badge alongside your accreditations, awards e.g. Disability Confident, Living Wage Employer

2. LinkedIn We create positive Partnership Posts and share your D&I related company content to our thousands of LinkedIn Followers across Neurodiversity Jobs, Disability Job, BME Jobs and LGBT Jobs. This helps boost your inclusivity message, and gain greater reach.

- **Employee Testimonials:** Share stories from a diverse range of employees about their experiences at the company, showcasing a variety of perspectives.
- **Transparency:** Publicly share your diversity data and the steps your company is taking to improve inclusion. Candidates are more likely to apply to companies that are transparent about their goals and efforts.



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Ensure Bias-Free Hiring Practices

- **Subconscious Bias Training:** Train hiring managers and recruiters to identify and mitigate their biases when reviewing resumes and conducting interviews.
- **Structured Interviews:** Use structured interviews with set questions for all candidates to reduce the impact of bias in the interview process. This ensures fairness and consistency.
- **Anonymous Recruiting:** Consider using tools or processes that anonymise applications to reduce bias based on names, gender, age, or other demographic indicators.
- **Diverse Interview Panels:** Involve multiple people from different backgrounds in the interview process to minimise biases and create a more balanced evaluation.

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Foster an Inclusive and Supportive Work Environment

- **Mentorship Programs:** Offer mentorship or sponsorship programs to support underrepresented employees and help them grow within the organisation.
- **Employee Resource Groups (ERGs):** Create or encourage participation in ERGs that help employees from similar backgrounds connect, find support, and thrive.
- **Accessibility:** Assess your workplace to ensure it is accessible, and provide necessary support and adjustments for people with disabilities.



Benefits of Hiring Diverse Jobseekers

Hiring diverse jobseekers brings a wide range of benefits to all organisations, both in terms of business performance and workplace culture.

By building an inclusive recruitment process, you'll drive positive internal change, and also enhance the candidate experience by promoting a culture of equity and belonging.

Benefits include:

- **A Diverse and Inclusive Workplace:** Creates a culture and work environment where all employees feel safe and supported. This fosters a sense of belonging, which can translate to increased job satisfaction, higher employee engagement and retention.
- **Diverse Teams Think Outside the Box:** Diverse talent often brings unique viewpoints that drive creative solutions.
- **Helps Attract Top Talent:** Jobseekers actively look for inclusive employers. An inclusive reputation appeals to top talent and improves the employer's brand.
- **Sets Clear Expectations:** Makes it clear what the company values are, and provides a guide for employee behaviour and actions.



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Advertising a Vacancy

The places you choose to advertise your roles can significantly influence the diversity of applicants you attract. By expanding the range of platforms where you post, this ensures that your job openings are reaching a broader, more diverse audience.

For instance, consider posting on DEI job boards such as Neurodiversity Jobs, Disability Job, BME Jobs and LGBT Jobs that attract a wide range of groups and communities.

Additionally, engaging with organisations or networks that support underrepresented groups can be another way to broaden your reach.

If you focus solely on mainstream platforms, you may miss out on talented candidates from diverse backgrounds. Being proactive about where you advertise and how you reach out to potential candidates shows a genuine commitment to inclusivity in the hiring process.



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Inclusive Job Descriptions

Inclusive job descriptions mark the initial stage of the recruitment process for candidates.

Inclusive job descriptions with clear and concise information, are designed to attract a diverse range of candidates by using language and criteria that are welcoming and non-discriminatory.

The job descriptions also provides an opportunity to state the company's commitment to Diversity and Inclusion, and how you welcome applications from all backgrounds.

This helps encourage individuals to apply for vacancies, and in turn significantly broadens your organisations talent pool.



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The Interview Process

Once you've attracted a more diverse range of applicants via the Diversity and Inclusion job boards and other methods discussed above, it's crucial to have a fair and effective screening process to assess candidates objectively.

It's important to consider the following factors in advance:

CV screening should be a team effort, ideally involving diverse members.

A team with varied perspectives can help counter any biases.

Scoring applications based on objective criteria ensures a more merit-based shortlist and reduces bias.

If your company culture is inclusive, your hiring team should feel confident in discussing and addressing biases openly.



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Interviewing Practices for Diversity and Inclusion

It's essential to ensure that every candidate feels welcomed and treated fairly.

If possible, involve multiple interviewers to help reduce bias. Similar to shortlisting, having more than one person involved also helps to minimise potential biases.

During the recruitment process, ask candidates for any adjustments they may need. Employers have a legal obligation to apply the adjustments if they are reasonable.

Accessibility arrangements should always be communicated ahead of time.

Examples of Adjustments:

- Installing ramps for wheelchair access
- Choosing an interviewing location that does not have a loud environment
- Consider providing interview questions in advance
- Increase frequency/length of breaks during the interview
- Offer Sign Language interpreters
- Use of assistive technology



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Onboarding New Employees

When welcoming new employees, creating an inclusive work environment from the very start is essential.

It is important that onboarding materials reflect your commitment to diversity, and provide clear information about company policies on inclusivity.

Introduce new team members to a supportive and diverse team, where they can see the organisation's dedication to creating a fair and equitable workplace.

Encourage open communication and create opportunities for new employees to engage with employee resource groups or diversity-focused initiatives.

These not only reinforces the organisation's values but also helps new hires feel valued and supported in their unique identities.



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***A diverse workforce can
improve business
performance, but only if it is
supported by an inclusive
culture where everyone feels
they belong and can succeed***

Source: CIPD

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neuro
diversity
jobs.co.uk



Disabilityjob.co.uk

BMEjobs.co.uk
#1 Job Site: Black & Minority Ethnic Jobs



LGBTJOBS.CO.UK

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Final Thoughts

By implementing the steps in this guide, you'll be making a meaningful investment in the future of your business, building a culture of inclusivity and diversity within your organisation, and wider society.

Share your progress with your social media followers, clients, and wider groups to demonstrate your organisation's dedication to Diversity and Inclusion.

Inviting others to evaluate and enhance their own recruitment processes can also play a key role in fostering a fairer and more inclusive industry.

If you are looking to create and maintain an inclusive workplace then please contact us at the Diversity Job Network for your job advertising requirements. We would love to hear from you, and support your D&I strategies.

We also regularly organise **FREE** interactive webinars on 'Diversity and Inclusion in Recruitment' which are hosted by our industry experts. In these sessions you can ask questions, and learn about actionable steps that you can take to building an inclusive workplace.

Follow our LinkedIn Pages where you can find additional D&I Content including hints, tips and practical advice.

- <https://www.linkedin.com/company/neurodiversityjobs-co-uk/>
- <https://www.linkedin.com/company/disabilityjob/>
- <https://www.linkedin.com/company/bmejjobs/>
- <https://www.linkedin.com/company/lgbt-jobs/>



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