



DRAFTING THE JOB AD

The process of recruiting diverse faculty begins with the applicant pool. The way a job is advertised and framed influences both who sees the job opportunity and who decides to apply.

Research has shown that women are less likely to apply for positions that request applicants who are “exhaustive,” “assertive,” or “competitive,” to name a few adjectives. Similarly, certain adjectives appeal more to women and deter men from applying. This is all to say that awareness of even the “smaller” details matters. Each word in an ad for faculty positions should be chosen with intent.

In order to attract a diverse pool of candidates, begin the faculty search with inclusive and comprehensive phrasing, outreach, and networking.

GENERAL CHECKLIST FOR JOB ADS

- State specific criteria for the position. Avoid vague or generic language. These criteria should be established prior to posting the ad. In the ad, articulate:
 - Purpose / objectives of the position
 - Expectations for output and results
 - Primary responsibilities, such as any management or supervision duties
 - Non-required but desired responsibilities

- Enumerate qualifications necessary in order to be considered as an applicant.
 - This wording should be non-comparative, objective, relevant to the position, and satisfiable / demonstrable through the candidate’s application material.

- Elaborate on any preferred but not required qualifications, such as:
 - Behavioral knowledge (i.e. experience working in group environments or leading a course)
 - Working conditions (information regarding a person’s ability or interest in working in a particular work environment)
 - Other qualifications that are desirable, but will not prevent the applicant from consideration

- Ensure that the application instructions are clear and unambiguous, including what documents are required and when they need to be submitted.

- Explicitly identify who to contact to request any accommodations.

- Include the University’s original, unedited affirmative action language in all external advertisements (language on next page).

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