

# Withdrawn

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# Recruitment good practice guide for employers

jobcentreplus

Department for  
Work and Pensions

## Universal Jobmatch: How to avoid discrimination in job postings

This guide can help employers that are using the [Universal Jobmatch](#) job posting and jobseeker matching service to attract the most suitable applicants whilst avoiding potential discrimination. As an employer you will be aware that you have responsibilities under the [Equality Act 2010](#) and you must comply with these requirements when recruiting staff.

### Advantages of placing a high quality job description that avoids wording that can imply or lead to potential discrimination:

- Attract the best candidates for the job.
- Compliance with UK legislation, including Equality legislation.
- Cost effective – limit the number of unsuitable applicants, avoid the need to re-advertise and potential legal costs.
- Attract a diverse workforce that reflects and can connect with your customer base.
- Enhance the reputation of your company and brand(s).

### Disadvantages of placing unclear job descriptions and using wording that can imply or lead to potential discrimination:

- Attract unsuitable applicants who lack the required skills.
- Give the advantage to your competitors by allowing them to recruit the best people.
- Potentially decrease engagement with your market/customer base.
- Divert money and resources to handling complaints and/or legal challenge from jobseekers.
- Potential damage to the reputation of your company and brand(s).

### Before you place your job posting:



- Think about what **skills** and **knowledge** the job requires and the **duties** the role involves. This will help maximise the pool of suitable candidates and attract them to apply.
- Remember the job description should not include unreasonable or unnecessary restrictions. Doing so can limit the pool of suitable candidates and attract unsuitable candidates.
- Therefore only include a Protected Characteristic (Sex, Race, Age, Disability, Religion & Belief, Sexual Orientation, Gender Reassignment, Pregnancy & Maternity, Marriage & Civil Partnership) in a job posting if you can claim an exception to the [Equality Act 2010](#). The risk of challenge or complaint may be more likely if it is not clear it is essential to job role.

### Helpful tip:



- Have a think about the duties and requirements of the role – consider: **Is this an occupational requirement and/or is it objectively justified?**
- **Yes** – Language teacher required to read, write and speak French fluently.
- **No** – Italian chef required – there should be no race/nationality requirement as any race/nationality can train to cook Italian cuisine. Instead state “Chef required to cook Italian cuisine”.

## A low quality job description

### Transport supervisor:

You must have 5 years experience. You will be organising drivers and fleets and must be able to communicate so would suit a mature candidate. As this is a busy 'hands on' role you should be energetic and physically fit. You will be required to multi task and have a resourceful, 'can do' attitude.

A jobseeker may have the knowledge, skills and experience to do the job but they may not have the number of years experience you have requested because they are not old enough to have gained more. You should not select the Years Experience drop down box in Universal Jobmatch unless the job has a regulatory requirement to claim a lawful exception to the Equality Act 2010.

## A high quality job description

### Transport supervisor:

You must have experience of organising drivers and fleets, managing a small team, drafting invoices and managing a medium sized budget. You will also be liaising regularly with customers to resolve queries. You must have excellent communication skills and a good telephone manner to provide an exceptional level of service. This role also requires heavy lifting of objects for delivery.

It is vital that your job description relates to the **skills** and **knowledge** required to do the duties of the job and not relate to the type of person you think may do the job. List the duties not the qualities of the person. This will attract the most suitable jobseekers to apply.

## Helpful tip:



To comply with the Universal Jobmatch Terms & Conditions, it is very important your job description avoids wording that can imply potential discrimination and cause a complaint.

For example words like; mature, school leaver, recently retired, office junior etc implies age, so do not use these. Energetic, physically fit can imply no disabled applicants, so do not use these. Barmaid/Barman, Waitress/Waiter etc implies females/ males, so do not use these. Use Bar person, Waiting staff instead.

## Before you place your job posting:



You must accept the [Universal Jobmatch Terms & Conditions](#).

You must only advertise jobs on Universal Jobmatch that are lawful and meet the requirements of current UK legislation. This includes ensuring that they meet [Equality Act 2010](#), [Health and Safety legislation](#), [Working Time Regulations 1998](#) and [Sunday Trading Act 1994 requirements](#)

## Helpful tip:



Should you choose to use a Recruitment Agency check:

- If they have a diversity and equality policy;
- Ask how they will advertise your job postings;
- How they ensure they meet all current UK legislation; and
- How they will attract a diverse pool of applicants.