

*Working together
to deliver more*



- Does your organisation provide information about the positive part diversity plays in your culture and day-to-day management?
- Do you advertise your vacancies using online and offline print media that specialise in reaching your target audience?
- Are job descriptions and application forms designed to be objective and free from bias and discrimination?
- Do you include a statement that makes it clear that applications from people with a disability are welcome?
- Do your recruitment practices send a positive message to candidates about your culture and attitude towards BME, Disability and LGBT?
- Do you measure the progress and publish results of diversity recruitment initiatives to demonstrate success?
- Are your management and workforce fully committed to your diversity vision and to meet compliance requirements to support initiatives of Positive Action and Equality Framework?

The above scorecard is provided to help to check the effectiveness of your recruitment practices in promoting your commitment to diversity.

DIGITAL ENGAGEMENT STRATEGIES

- 1 Use monitored data and staff information to form recruitment and selection planning.
- 2 Include standard, positive statements in mission statements, all advertisements and promotional material welcoming ethnic minorities and other under-represented groups.
- 3 Where there is a higher number of minority communities, consider job boards with language translation.
- 4 List the publications that are used to advertise jobs – make sure and include alternative media that you are using to attract BME, Disability and LGBT applicants.
- 5 Targeted Advertising most likely to attract BME, Disability and LGBT applicants. Recruitment job posting with Employer of the Week is perfect to reach under-represented groups.
- 6 Promote the organisation as a potential employer to encourage BME, Disability and LGBT applicants to make applications and address any misconception by using our Diversity Champion Programme.

We understand that everyone has different advertising needs, simply give us a call or email us and we'll put together a quote that's based around your advertising need:

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