

# Tips for inclusive language



Direct approach	«You» instead of «The candidate»	Emotional appeal
Emphasize teamwork	«We» instead of «The Department ...», «together with your colleagues»	Emotional appeal
Write the «Job description» section as a flow text with active verbs and address applicants directly	«You are available to advise students in connection with registrations, time limits or regulations for special cases.» instead of «Advice for students in connection with registrations, time limits or regulations for special cases»	A narrative flow text helps interested persons to "see themselves in the role." The Job description becomes more vivid and emotional
Write the section «Your profile» as a short, specific list of Requirements. Mention only one requirement per bullet point and put it into context	«A certain flair for numbers makes it easier for you, to process even larger amounts of data efficiently and without errors»	This ensures that the requirements profile is not overloaded with a list of adjectives, which in many cases are perceived as very general
Leave out optional requirements	«Knowledge in ... are helpful» «Ideally, you already have...» «You have knowledge in ... and/or...»	Optional requirements are often interpreted as mandatory. If not all requirements are met, the possibility of an application decreases. «And/Or»: is still often interpreted that knowledge in both fields is mandatory. Therefore, just use «or» to emphasize that one subject area is enough
Only mention degrees if they are a mandatory	«You want to support us with your expertise in...» instead «You have a degree in...»	When a degree is not required, the focus is on experience, which can lead to more diverse applications
Explain the language requirements in the context	«In our international environment you can easily communicate verbally and in writing with the help of your English skills. »	Description of the context: What exactly are, e.g., English skills needed for?
Omit general requirements, that apply for (almost) every position.	Terms like "Independence, personal initiative, assertiveness» are perceived as very general	It is recommended to put them in the specific context of the job or to omit them
Check flexible workload	80-100%	Do you offer flexibility for work-life balance? E.g., 80% or more, annual working hours, is job sharing possible? 100% makes you seem strict and inflexible, which discourages people who need to care for their dependents. International context: Full-time does not mean the same to people in other countries. With an average of 32 paid days off, full-time in Switzerland does not always mean 100% for people from other countries
Formulate «We offer» to the respective area	Further training opportunities, perspectives for career development, support programs (e.g., mentoring) and networks, your (team) culture and team composition, work environment and employment conditions, your commitment to variety (e.g., flexible working hours, the possibility for part-time work, home office)	Attractive benefits make the job advertisement more interesting