

Gender-sensitive Communication

Quiz 2: Job description

The examples are two fictional job descriptions released by the fictional Chocolate Foundation. How many examples of gender-discriminatory language can you see? Can you think better of alternatives?

Example 1 - Short description of the role

The Chocolate Foundation Board is looking for a new Chairman to take the helm and provide the strategic vision to move our organisation forward. He will be expected to participate actively in defining the organisational priorities of the coming year, drawing from his extensive business insights and quickly mastering all the necessary details of the Foundation's functioning.

Diversity is important to us as an organisation and we operate as a meritocracy. Everyone who meets the assessment criteria in the Application Pack is encouraged to apply for this position.

Application procedure

Each candidate must submit his application by Monday 12 December at 12.00. For more information, see the full Application Pack.

Example 2 - Short description of the role

The Chocolate Foundation is looking for a new secretary to carry out administrative responsibilities and man the front desk, providing a friendly and attentive service to all customers, without being bossy. We are looking for someone able to handle a high-pressured environment, with the strength of mind not to become emotional when things get tough.

Application procedure

Each candidate must submit her application by Monday 12 December at 12.00. For more information, see the full Application Pack.

In total, there are 9 examples of clear gender bias (circled red below) and 2 examples (circled yellow) that could be classed as such in the two examples. We explain below next to the red arrows why the author may wish to change his/her language.

Example 1 - Short description of the role

The Chocolate Foundation Board is looking for a new Chairman to take the helm and provide the strategic vision to move our organisation forward. He will be expected to participate actively in defining the organisational priorities of the coming year, drawing from his extensive business insights and quickly mastering all the necessary details of the Foundation's functioning.

Diversity is important to us as an organisation and we operate as a meritocracy. Everyone who meets the assessment criteria in the Application Pack is encouraged to apply for this position.

Application procedure

Each candidate must submit his application by Monday 12 December at 12.00. For more information, see the full Application Pack.

Example 2 - Short description of the role

The Chocolate Foundation is looking for a new secretary to carry out administrative responsibilities and man the front desk, providing a friendly and attentive service to all customers, without being bossy. We are looking for someone able to handle a high-pressured environment, with the strength of mind not to become emotional when things get tough.

Application procedure

Each candidate must submit her application by Monday 12 December at 12.00. For more information, see the full Application Pack.

The text below shows the same policy document, this time with the language improved to be more gender-sensitive and inclusive.

Example 1 - Short description of the role

The Chocolate Foundation Board is looking for a new Chair to take the lead and provide the strategic vision to move our organisation forward. She/he will be expected to participate actively in defining the organisational priorities of the coming year, drawing from her/his extensive business insights and quickly getting to grips with all the necessary details of the Foundation's functioning.

Diversity is important to us as an organisation and we operate as a meritocracy. Both women and men who meet the assessment criteria in the Application Pack is encouraged to apply for this position.

Application procedure

Each candidate must submit their application by Monday 12 December at 12.00. For more information, see the full Application Pack.

Example 2 - Short description of the role

The Chocolate Foundation is looking for a new secretary to carry out administrative responsibilities and run the front desk, providing a friendly and attentive service to all customers, whilst also having good judgement and knowing when not to disturb them. We are looking for someone able to handle a high-pressured environment, with the strength of mind to stay calm in the face of a crisis.

Application procedure

Each candidate must submit his/her application by Monday 12 December at 12.00. For more information, see the full Application Pack.

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