



USAID's Engendering Industries Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries:

2.1 Attract both female and male candidates through strategic job ads

About Your Gender Equality Plan

The following Gender Equality Plan was generated using Engendering Industries' online tool: [The Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries](#). The best practices listed in this plan were identified and included to fill gender equality gaps at your organization. The information included in your plan provides an overview of how to implement best practices, challenges to implementation, and markers of success. More information and resources for advancing gender equality at your company are available at EngenderingIndustries.org.

Description

Revise job descriptions and job ads to make them competency-based to reduce potential bias (e.g., demand certain skills instead of years of experience, and limit the number of mandatory qualifications required to apply)

Create gender-neutral job ads that do not use words more commonly associated with men or women, while encouraging women and men to apply

Use tools like the “Gender Decoder” or the “Check my Job” to check job descriptions for unconscious gender bias, length, and recruitment best practice

Post job advertisements in a variety of media such as company career page, job and recruiting websites, and LinkedIn, to reach more diverse women and men

Challenges to Implementation

Validating competency-based job descriptions is time-consuming

Local languages may present a challenge for clearly worded job postings, particularly when different words are used for masculine and feminine nouns, like “engineer”

Gender-neutral and/or gender-inclusive language may be viewed as an unimportant detail by the author of the job ad

What Success Looks Like

Organizations adopt gender-inclusive and neutral language and base job descriptions on validated competencies

Notable increases in female candidates applying to open positions

Resources and Tools

Case Study: [Electricidade de Moçambique \(EDM\) Increases Women’s Participation in the Power Sector](#) (USAID)

Case Study: [KOSTT Gender-inclusive Job Ads](#) (USAID)

Guide: [Tips for Writing Better Job Ads](#) (NCWIT)

Guide: [Checklist for Job Descriptions/Advertisements](#) (NCWIT)

Tool: [Decoder for Job Ads](#) (Kat Matfield)

Tool: [Check my Job](#) (Eploy)

Article: [Women Do Not Apply To 'Male Sounding' Job Postings](#) (Science Daily)

Article: [How to Avoid Discouraging Women in Job Postings](#) (World Economic Forum)