



## Advert recommendations and best practices

Summary	Best Practice Examples	Gaps / Barriers and opportunities identified in your organisation.
<p>Have you mapped your current recruitment activity and who you partner with and identify where you could target underrepresented groups?</p> <ul style="list-style-type: none"> <li>- Have you connected with BNSSG system recruitment teams to identify opportunities for collaboration?</li> <li>- Have you engaged with community organisations supporting underrepresented groups to promote yourself as an attractive employer?</li> </ul> <p>a) Make clear how the candidate will be supported in the role e.g. supervision arrangements, access to continuing professional development.</p> <p>b) Does the advert specify whether whole or part of the job can be done remotely and flexible working options? This may be noted in the JD but should also be displayed in the advert.</p> <p>c) Avoid stating years of experience required in the job description.</p> <ul style="list-style-type: none"> <li>- Consider adding 'equivalent professional development' as good practice.</li> </ul>	<p>If you have anything to share system-wide or an opportunity to collaborate on recruitment activities, contact the BNSSG Recruitment Group by e-mailing: <a href="mailto:bnssg.healthier.together@nhs.net">bnssg.healthier.together@nhs.net</a></p> <p>See appendix 1 – Promoting Job Vacancies</p>	

<p>d) Are you including images that promote inclusion in all recruitment literature including microsites.</p> <p>e) Are you including a generic inclusive statement encouraging applications from under-represented groups? - Would applicants know who under-represented groups are? Consider making clear the under-represented groups you are encouraging to apply.</p> <p>3.1f) Have you included all your charter marks such as Disability Confident Scheme? - Ensure logos are linked to further information. Where possible, state what this means for applicants in the advert.</p> <p>g) Is language used gender neutral?</p>	<p>Visual inclusion – images used should appear authentic and reflect the local community. If diverse images of your staff are not available, use free image sites such as <a href="#">Pixabay</a>. -Plan to capture images of diverse staff where possible at events or activities (with permission). -advertising that represents visually minority ethnic staff (people of colour) has a positive impact on attracting BAME applicants. -advertising that depicts disabled people positively can help to challenge low expectations of disabled people. Taking note that most disability is not visible, consider the portrayal of disabled people, to make sure there isn't over-representation.</p> <p>“We particularly encourage applications from those that identify as Black, Asian or Minority Ethnic and/or Disabled as they are currently under-represented in the health and care sector”.</p> <p>They/Them NOT He/she, use a gender decoder to identify language that is subtly gender-coded: <a href="#">Try the online gender decoder tool</a> or <a href="#">The Totaljobs Gender Bias Decoder</a></p>	
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h) Have you stated that applications may close early if sufficient number of applications have been received?  
-This is not good practice, avoid statements like this and ensure applications are open for at least two weeks with a specific closing date.

i) Advertise roles across a range of channels, most will not have a cost implication.  
-Assess the merit of each platform  
-Consider the type of candidates the different media/platforms will attract, and will this perpetuate exclusive rather than inclusive recruitment?

j) Go beyond usual and known networks/contacts

k) When using recruitment (or head hunting) agencies, please ensure they meet legal requirements (Equality Act 2010) not to discriminate and that they will meet inclusive/fairer recruitment standards (as outlined under this framework)

See appendix 1 – Promoting Job Vacancies

To attract under-represented talent, consider adding vacancies or vacancy links to platforms such as One Front Door, UWE Careers Hub, social media platforms and Staff Networks.

- Share the vacancies that you want to spotlight with Staff Networks across the BNSSG system. Staff network members are often connected with local community groups and often share through word of mouth. E-mail details to [calais.hutchins1@nhs.net](mailto:calais.hutchins1@nhs.net) (Healthier Together EDI Team) and the vacancies will be included in the monthly Staff Networks Newsletter.

- When posting on social media, consider adding a short strapline at the top e.g. We value difference, work with us to shape the future of [insert organisation name]'

- Whilst digital promotion has wider reach, consider those in digital poverty and equitable approaches to reach them. - Search and identify local community groups in the locality where the job will be based (if not virtual) that support people that identify as Black, Asian or Minority Ethnic, Disabled

	<p>and/or LGBTQ+ and share digital and printed promotional material with them.</p> <ul style="list-style-type: none"><li>- Request printed posters to be displayed at the local Job Centre, community spaces and local noticeboards.</li><li>- Display printed posters around workplace notice boards, particularly where staff congregate.</li></ul>	
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