

# DIVERSITY TOOLKIT FOR SME'S

Diversity Module Recruitment



## MODULE: RECRUITMENT & EMPLOYER BRANDING

This module provides SMEs with tools and guidance to attract international and diverse talent.

### INCLUSIVE JOB DESCRIPTIONS

#### **Best practices for inclusive language and structure:**

- Use gender-neutral and clear language.
- Highlight equal opportunity and diversity statements.
- Avoid jargon and culturally specific references.
- Focus on skills and values rather than specific backgrounds.

#### **Example diversity statement:**

"We welcome applications from candidates of all backgrounds regardless of nationality, gender, religion, disability, or orientation."

### WHERE TO POST INCLUSIVE JOB ADS

#### **Recommended platforms and networks for reaching diverse audiences:**

- Local and international job portals (e.g., EURES, LinkedIn, Glassdoor)
- University career centers with international student communities
- Chambers of Commerce & business networks with global reach
- Social media groups focused on skilled migration and professional relocation
- Local welcome centers or integration support services

### VISIBILITY & EMPLOYER BRANDING

- Share employee stories and testimonials from diverse team members.
- Use images and messages that reflect inclusion on your website and social media.
- Offer insight into the company culture and onboarding support for newcomers.

### AVOIDING BIAS IN RECRUITMENT

#### **Checklist for fair and objective hiring practices:**

- ☐ Use structured interviews with defined criteria
- ☐ Train hiring managers on unconscious bias
- ☐ Include diverse members in hiring panels
- ☐ Review CVs anonymously when possible
- ☐ Use job platforms that reach broad and international audiences



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