

Opening Doors

5 KEYS FOR INCLUSIVE RECRUITMENT



The Opening Doors campaign has five keys for inclusive recruitment, underpinned by specific actions. Employers that sign up to the campaign must identify at least three specific actions that they will take forward, these can be from any of the five keys.



Create partnerships that connect untapped talent to your jobs

- Partner with organisations that support disadvantaged groups into work

By disadvantaged groups, we mean people who are disadvantaged in the labour market, for example: disabled people, ex-military, people with convictions, people who have experienced homelessness, long-term unemployed, older workers, refugees, survivors of modern slavery, young people, and carers. This list is not exhaustive, and you may identify other groups that you would like to support into work, including those facing intersectional barriers.



Show candidates that you are committed to inclusion

- Advertise your vacancies through a range of channels, e.g., Jobcentre Plus and recruitment partners that target diverse groups
- Provide training on inclusive recruitment and ensure your employees understand your commitment to inclusive recruitment
- Engage your suppliers, including recruitment agencies, on inclusive recruitment and ensure that they adhere to your inclusive recruitment ambitions
- Publish your value statement(s) and all diversity pledges and commitments on your website
- Use diverse images and role models in all your public-facing communications



Use comprehensive job adverts with inclusive language

- Remove jargon
- Use neutral language
- Include all essential information in the job description including salary, working hours and location
- Provide information about relevant HR policies, e.g., flexible working or the recruitment of people with convictions
- Specify the day-to-day activities of the job
- Set out the different stages of the application process and the associated timeframes



Focus on the essential skills needed to do the job

- Ask for skills rather than experience and qualifications
- Only ask for skills that are really needed, and at the level that the role requires (for example, does the candidate really need excellent communication skills)
- Recognise non-traditional or informal work experience e.g., volunteering
- Consider whether you can accept any non-UK equivalents of qualifications and experience required
- Ensure each stage of application and assessment is appropriate for assessing a candidate's skills and capabilities



Prioritise accessibility and eliminate bias

- Remove the question about criminal records from application forms (in line with our [Ban the Box campaign](#))
- Include diverse colleagues on interview panels
- Ask all candidates if they need any adjustments at every stage of the process
- Advertise and accept applications across different media (i.e., not just online)
- Specify if the role allows any form of flexibility
- Provide information in accessible formats and different languages, as required
- Make sure the application process is mobile friendly
- Collect diversity data at the application stage to ensure that you can identify any potential barriers for diverse candidates

**Sign up now and help us make
2 million jobs more inclusive by 2025**

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