

# DIVERSITY AND INCLUSION JOB POSTING GUIDELINES



CANADIAN  
CRAFT BREWERS  
ASSOCIATION

X



Gallagher

X

LINKS

## SHOW WHERE YOU STAND

Include a statement about your Brewery or CCBA’s commitment to equal employment opportunity.

For example: Our (name of Brewery or Taproom) values the diversity of the people it hires and serves. Diversity within our Brewery means fostering a workplace in which individual differences are recognized, appreciated, respected and responded to in ways that fully develop and utilize each person’s talents and strengths.

Highlight and include the work CCBA is already doing and the Inclusion and Anti-Discrimination Committee Objectives:

1. Increasing representation of marginalized groups in craft beer
2. Reducing discrimination currently faced in the industry
3. Educating on how to do better and maintain progress made
4. Craft beer as a catalyst for community inclusivity

When writing the job postings and job descriptions, the details used to describe the job requirements should not exclude someone with a disability. Listing physical demands that are not essential to the job, could automatically exclude someone with a disability from the hiring process.

For example: Employers sometimes indicate physical demands that are not actually essential for the job, such as: repetitive movement of hands and fingers — typing and/or writing; occasional standing, walking, stooping, kneeling or crouching; reaching with hands and arms; talking and hearing; and the ability to lift and carry up to 20 lbs. When these are written and are not essential, the employer will not access the untapped labour pool of skilled workers.

## LANGUAGE CAN CREATE BARRIERS FOR RECRUITING AND HIRING THE RIGHT TALENT

An inclusive job posting states alternative expertise or experience. This encourages candidates with different abilities to apply for the job. Qualifications and requirements must reflect inclusiveness and be result oriented.

Sample qualifications and requirements:

Language could create barrier to employment	Language is results oriented
10+ years’ experience in serving and customer service in a restaurant.	Experience working as a server, including experience in managing retail sales during open taproom hours.
Valid driver’s license required.	The ability to travel and provide own transportation.
Three years’ experience as a Brew Master.	Experience in “back of house” operations involving a variety of brewing processes, including developing recipes, sourcing ingredients including malt liquors and hops and conducting trial brews.

## USE PLAIN LANGUAGE

Keep things simple and to the point; lay out information as clearly as possible.

Clearly and simply state the conditions of employment, including any potential flexibility regarding work hours. Clearly indicate whether the position is full time, part time, casual or contractual. Mention salary and benefits as appropriate.

Avoid general use of “jargon or acronyms” that are often used to describe industry or role specifics. For Example: MIG, TIG and Stick welding.

## REMOVE GENDER-CODED WORDS

If candidates assume the role is more suited for a different gender, you might miss out on qualified candidates. Be aware of overuse of gender-coded words that, in some cases, are words that are typically understood to be coded for a male or female audience, even if they merely hint at gendered stereotypes. Below are some common variations of gender-coded words.

- **Female-Coded Words:** Agree, sensitive, affectionate, feel, commit, interpersonal, understand, compassion, nurture, and share.
- **Male-Coded Words:** Aggressive, confident, fearless, ambitious, decisive, head-strong, assertive, defend, battle, dominant, outspoken, challenge, and superior.

## ELIMINATE RACIAL BIAS

Like gender bias, racial bias can be implicit, and often times unknowingly communicated or written without intent. Paying careful attention to words and phrases can help eliminate implicit and explicit bias in your job posting. Below are some suggestions.

### When Writing Communications:

- Never mention race or national origin.
- Phrases like “strong English-language skills” may deter qualified non-native English speakers from applying.
- A “clean-shaven” requirement can exclude candidates whose faith requires them to maintain facial hair (it also indicates the position is for men only).

### When Reviewing Candidates:

- Avoid “Cultural Fit” and focus on “Value Alignment” since it could be misconstrued.
- Limit referral hiring, and go beyond your network.
- Don’t waiver from the qualifications for a select few.
- Ask everyone the same set of interview questions.

## GENERATIONS

Workers aged 50 and older comprise roughly 35 percent of the workforce. Some best practices for avoiding age discrimination include making sure your Brewery or CCBA’s employer branding reflects a wide range of the age of workers at your company.

**Avoid phrasing like:**

- “Young and energetic”
- “Party atmosphere”
- “Work hard/ play hard”
- “Digital native”
- “Calling all recent university or college grads!”
- “Athletic” or “athletically inclined”
- “No more than X years of experience”
- “Junior” or “Senior” except as part of a job title
- “Supplement your retirement income!”

Let applicants know your workplace welcomes and values all candidates with phrasing like: “Ability to complete tasks with or without reasonable accommodations.” Instead of writing “Access to you own vehicle isn’t always necessary”, try “Access to reliable transportation,” which is more inclusive to people with disabilities.

See our chart below for other inclusive language considerations:

Discriminatory Language	More Inclusive Language
Must be able to lift 50 pounds	Moves equipment weighing up to 50 pounds
Seeking able-bodied individual	[No replacement-avoid completely]
Bending and crouching under equipment to repair or monitor	Positions self to repair, monitor or install equipment, including under existing equipment
Must be able to stand for entire shift	Must be able to remain in a stationary position during shift
Excellent customer service	Communicates with customers about their brewery experience
Walks throughout the building to access food and drink	Moves throughout the brewery (front of house and back of house) to access food, drink and supplies
This role requires visually inspecting sites for safety	This role requires inspection of sites to detect safety concerns

## PROVIDE CONTACT DETAILS

Provide details of a contact person who is able to answer questions about the essential job requirements. The contact person should also be aware of the Brewery and/or CCBA’s diversity and inclusion policy. For example: For more information about our Canadian Workplace Diversity Initiative, please contact \_\_\_\_\_ .com or call (123) 456-7890.

## BE ACCESSIBLE

Ensure your inclusive job offer is distributed in various formats and across various locations (e.g., platforms, job fair, community newspaper, etc.), so that it can reach as many candidates as possible, including the untapped pool of skilled workers.

For example: Alternative formats include HTML and Microsoft Word, large print, text transcripts of visual information, and accessible electronic formats compatible with screen readers.

## BE EASY TO REACH

Provide several different ways to receive candidates' applications.

For example: Accept applications by email, fax, teletype writer (TTY), video relay service (VRS), regular mail, or by inviting candidates to submit applications on the website or other hiring platform.

### **A Checklist for Creating Effective Job Postings:**

- Step 1: Identify Compelling and Popular Keywords
- Step 2: Create a Practical Subject Line
- Step 3: Keep Description Text Punchy
- Step 4: Include Vital (and Specific) Job Details
- Step 5: Optimize for Keywords
- Step 6: Proofread!
- Step 7: Share on Social Networks

## HIGH-LEVEL CONSIDERATIONS WHEN REVIEWING YOUR JOB DESCRIPTIONS

- Look at the language.
- Limit to 1 to 1.5 pages
- Keep to 5 most important responsibilities and requirements
- Put up to 10 key words at the beginning information
- 4 - 5 line introduction including outlining high level expectations
- Bullet points
- If possible, include salary range

**Recommendation** – Putting the DIB statement on all job postings, but also on your CCBA home page