



As an employer, you want your recruitment process to be inclusive and for your setting to be welcoming and appeal to all people with the right skills, including those who may otherwise feel marginalised or less welcomed. There is a strong business case for diversity. For example, a diverse workforce where difference is celebrated will enhance and enrich your setting, empowering and increasing understanding in both staff and children.

Throughout your recruitment process you “*must follow their legal responsibilities under the Equality Act 2010 including the fair and equal treatment of practitioners regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation*”. (Statutory framework for the early years foundation stage, 2023).

The equalities act specifies that both direct and indirect discrimination is unlawful (Equality Act 2010).

Considering equality in where and how you advertise

- Include a statement showing you are committed to equality in your advertisement.
- You want your advert to be seen by as many people as possible within your whole community. As such, think carefully about where you advertise. Do you need to consider putting your advert in different publications, jobsites or areas in the commutable vicinity? This could increase the breadth of people who will see it.
- A great way to encourage more applicants is to showcase your setting as early as possible. This could be via photographs, an open event or a video of the provision or of staff talking about why they value working at the setting. Think carefully about your imagery in any such promotional material. For example, if you only show females who are White in your video it is obvious you welcome White women but less obvious you welcome men or people who are Black or Asian.



Considering equality in how you word your advertisement

On average, people look at a job advert for less than a minute before judging if they feel it is a good fit.

Carefully consider the words and phrases you use in your advert. You do not want to put off any people who have the skills you need but feel the advert may not be aimed at them. Check the wording of your advert to be sure there are not words or phrases which could indicate bias or discrimination. For example, we may not realise some words are 'gender coded' and subconsciously seen as female or male. Using these could lead a potential candidate to believe the post is not for them reducing your pool of applicants. Think about which groups are underrepresented in your organisation and how you can attract them through your advert, for example men. There are a range of free checkers which may help you and some examples of these are below (be mindful as no checker tool is perfect and you will also want to use your own judgment).

[Gender decoder](#)

[Inclusive language: words to use and avoid when writing about disability - GOV.UK \(www.gov.uk\)](#)

