

# CREATE INCLUSIVE TITLES & DESCRIPTIONS

## EXAMPLES: TITLE EVALUATION IN ACTION

<b>Engineer III</b>		
	Yes/No	Why?
<b>CLEAR</b> What is the job?	NO	Engineer of what? What does "III" mean?
<b>COMPELLING</b> Do qualified candidates want it?	NO	I don't know what it is, how can I know if I want it?
<b>CONSISTENT</b> Does it match industry/role	NO	Few will search for a generic term like "engineer"
<b>ACCURATE</b> Does it set expectations?	YES	It does set expectations that there are levels of engineers and this fits within those levels
<b>INCLUSIVE</b> Are candidates welcomed?	YES	Nothing alienating within the title for any given demographic

<b>Salesman</b>		
	Yes/No	Why?
<b>CLEAR</b> What is the job?	NO	Selling what? What level of responsibility?
<b>COMPELLING</b> Do qualified candidates want it?	NO	I don't know what it is, how can I know if I want it?
<b>CONSISTENT</b> Does it match industry/role	YES	Common / standard – people / search algorithms will find the job
<b>ACCURATE</b> Does it set expectations?	YES	It reflects a job responsible for selling product/services without people management responsibilities.
<b>INCLUSIVE</b> Are candidates welcomed?	NO	Clear signal that if you don't identify as a man, this is not the job for you.

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<b>Dental Office Manager</b>		
	Yes/No	Why?
<b>CLEAR</b> What is the job?	YES	Clear - running a dental office
<b>COMPELLING</b> Do qualified candidates want it?	YES	Those who want to manage a dental office will want this job
<b>CONSISTENT</b> Does it match industry/role	YES	Common / standard – people / search algorithms will find the job
<b>ACCURATE</b> Does it set expectations?	YES	It reflects a job responsible for running a dental office
<b>INCLUSIVE</b> Are candidates welcomed?	YES	Nothing alienating within the title for any given demographic