

WISE Recruitment Ad Booster

A review of your proposed recruitment ad with a focus on providing suggestions which will make it more attractive to female candidates specifically and a more diverse audience more generally.

Overview

Our experts will review both the text and imagery you are proposing for your particular recruitment challenge. Either a specific role you wish to fill or a more general recruitment programme such as apprenticeship or graduate intake. By highlighting how unconscious bias and gendered communications can have an impact on your recruitment outcomes we will help you by identifying ways you can ensure that you are getting access to the best talent in the market.

WISE Approach

Our approach is to provide your team with credible research, insights and advice to inform your business planning and day to day operations and help you capture ideas and actions that will improve gender balance within your organisation.

Scope

- Telephone discussion to clarify key requirements for the role/function
- Review of recruitment ad by one of our team of experts
- Production of summary report including recommendations for creating a more gender balanced advert.

In addition

Job Portal: We can advertise your role on the WISE Jobs Website. Our WISE job alerts have over 13,000 subscribers, 95% of which are women

Recruitment Workshop: Want to learn more about removing bias from your recruitment process then why not book a WISE Recruitment Workshop for your team. Attendees will get the opportunity to discuss and test out masculine and feminine orientated language and to debate the initial impression created by typical company websites and communication channels.

People Like Me: Our People Like Me research and resources are the basis for our advice on gendered communications find out more about the programme that can revolutionise the way you carry out outreach activities to ensure you are creating a diverse pipeline of young talent.

Price: £300 + VAT

