

Gender-balanced vacancy notices

Step-by-step guide to create and promote a gender-balanced vacancy notice

Drafting, language and contact person



Prepare a first draft of the vacancy notice (VN), as usual. Some tips on using gender neutral language while preparing the VN can be found [here](#)



Check whether the language you have used is also appealing to female candidates. This [tool](#) will flag masculine coded words, which you may want to replace



Provide a female and male contact person in the VN, who candidates can reach out to. This can also be someone more junior, who can share day-to-day impressions

What we require and what we offer

Requirements: Emphasize potential rather than experience

Be mindful that women tend to not apply if they do not meet all essential and desired criteria, whereas men tend to apply even if they meet only some. We recommend that you only list those competencies as essential or desired that are really crucial. Instead we recommend that you emphasize the mindset and that you value potential, e.g. by adding: *“We are seeking candidates for these roles who demonstrate the potential for growth and we support the selected candidate(s) in their future development of the required knowledge, skills or competencies.”*



Part-time option

If possible, please mention part-time as an option (default sentence under working modalities: *“We would be happy to discuss a part-time arrangement for this role.”*)



ECB as family-friendly employer

Show that we are a family friendly employer, by pointing applicants to the benefits the ECB offers and female role models in your BA (add: *“Visit our website to find out more about the benefits we offer and get to know some of our people: show link(s)”*)



How we promote the vacancies

Promotion materials

Consider producing short (not necessarily VN specific)



Videos



[Carousel picture posts](#)

portraying female (and male) talent in your BA (diverse roles, profiles, backgrounds) that you can use in social media channels while campaigns are running

Involve HR, DGC & colleagues

Check if HR and DGC can support you with the outreach (give some lead time) and leverage your colleagues for promoting it widely

HR

Discuss option to use targeted headhunting, VONQ for Internet postings, participation in career fairs (services are costly, hence not all requests may be accommodated)

DGC

For larger campaigns where several positions are being filled, approach DG/C's [Digital Content](#) and [Internal Communications](#) teams early to plan and leverage ECB communication channels.

Your whole ECB/BA/Div

Ask your network of colleagues to share the VN as well as accompanying promotion materials via their personal social media accounts

What's next?

DG/HR is looking for a tool to improve the overall inclusiveness of our VN language beyond gender

