

Five good things to do when writing job descriptions in the tech sector

1. Always use gender-neutral words in job descriptions and titles
2. Use gender-neutral pronouns (“you” or they”) when describing the ideal candidate.
3. Limit the number of requirements to those that are most important for the job.
4. Emphasise your commitment to diversity, flexibility and quality of life, especially with respect to working hours and travel requirements.
5. Consider using tools such as [Textio](#) or [Gender Decoder](#) to identify potential problems with your word choice.



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Seven things to avoid when writing job descriptions in the tech sector

- 1. Using “he” in job description and titles.**
- 2. Using titles or words that tend to be considered as male-oriented such as “hacker” and “guru”, or “assertive” and “independent”.**
- 3. Using male pronouns (“he”/“his”) when describing the ideal candidate.**
- 4. Using too many superlatives.**
- 5. Including too many unreasonable travel demands, unless these are essential for the role.**
- 6. Listing too many job requirements – are they really all necessary?**
- 7. Making no mention of your organisation’s values.**



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