**Building an Inclusive, Engaging Job Description**

Building an inclusive, engaging job description is a practice in empathy. By considering what might feel inviting, exciting, and impactful to job seekers rather than only what we are trying to communicate about the position, we create space for creativity and authenticity in the process.

**Less is More**

While offering an accurate description of the day-to-day experience in a role is important, including nitty gritty details can drown out key values and competencies you’re seeking in a candidate. Default to broader categories of tech platforms rather than specifically naming them (ex: LMS vs. Cornerstone). Seek opportunities to consolidate multiple tasks into larger responsibilities. Keeping a simpler focus allows more applicants to “see” themselves in the role, encouraging them to apply.

**Capturing Culture**

First impressions are lasting ones! For many applicants, the job description may be the first time they engage with the organization. Highlighting the values, personalities and culture of your unique team helps the posting stand out and allows candidates to gauge their personal alignment with the energy of the council. A few examples used by councils during the CLI:

* Our team is passionate about supporting each other. We celebrate each other’s successes, are quick to lend our help and share our knowledge, we work collaboratively and believe wholeheartedly in the work that we do. In this position, you can expect a work culture that trusts and empowers you to work autonomously with the support of your team when you need it, that appreciates you for who you are as a person not just an employee, and that promotes a healthy work-life balance.
* To support your success, you can expect:
  + The opportunity to work with an engaged and motivated Board that works hard and proactively raises funds in partnership with staff.
  + Strong support from Girls on the Run International providing programming support and resources.
  + A small but mighty staff who are passionate about working together to fulfill the mission and have fun along the way.
  + Respect for work-life balance. You will work hard, but we respect your need to recharge your batteries.
  + A comprehensive benefit package, including generous PTO.

Consider inviting your current staff members to contribute to the job description as well. Making this a collaborative, team-experience (explored in more depth in the Collaborative Hiring Guide) helps to shape a job description reflective of the team’s authentic culture.

**Check for “Baked-In” Bias**

As an inclusive employer, Girls on the Run aims to be a place of opportunity. We recognize that access to particular types of work or education can be layered by the complexities of socio-economic status, race and gender and so strive to bring equity to our candidate assessments by emphasizing skills and experiences more than job titles or degrees. Because not all candidates have equal access to certain jobs and higher education, including those as necessary qualifications can unintentionally bring along that baggage of bias. See below for a few tips and recommendations on shaping an inclusive job description:

* **Ditch the educational requirement!** We care about *what* our candidates know, not *how* they learned it. Life and work experience can offer learning experiences that are equally rich as traditional higher education, so instead of having a BA/BS requirement listed, simply put “X years of related educational or work experience.”
* **Valid Driver’s License/Owning a Car.** If toting materials is a necessary part of the role, capturing “Access to reliable transportation” does the trick without adding the barriers inherent in securing a driver’s license or owning a car.
* **Prioritizing previous GOTR experience.** While it’s important that candidates have an understanding of and excitement for the GOTR program and mission, avoid explicitly prioritizing existing experience with the program. Doing so can unintentionally perpetuate existing disparities in representation and disadvantage candidates whose external experiences could offer a fresh perspective!

To really drive this home, some councils choose to forgo a Requirements or Qualifications section altogether and instead highlight the qualities they’re searching for in a candidate. Ex:

* Our ideal candidate demonstrates the following qualities:
* Collaboration within teams.
* Bravery and creativity in decision making.
* Ability to adapt to unforeseen challenges.
* Passion for collaboration and bringing people together.
* Quality customer service.
* Live the Girls on the Run mission and values.

**Get Started**

An Executive Director job description template can be found on the Board Resources Hub. When you’re ready to submit for posting, reach out to [humanresources@girlsontherun.org](mailto:humanresources@girlsontherun.org) for a CLI Submission Form Link.

the description before publishing to ensure it *sounds* and *feels* authentic. By including the culture and energy of our council in the posting, we transform a basic job description into an invitation to join the community.