

## **Say This, Not That**

## HOW TO REMOVE AGE BIAS FROM YOUR JOB DESCRIPTIONS

It's an unprecedented time in the labor market. As we live and work longer, we're now seeing five generations in the workforce. Despite this fact, age discrimination remains distressingly common in the talent acquisition process — often shutting out qualified candidates before the interview cycle even begins.

Assumptions by hiring managers about age, salary expectations, skills, and qualifications can result in biased job postings that, at best, discourage older job seekers, and, at worst, fall afoul of the Age Discrimination in Employment Act.

Can you spot the keywords below that indicate bias? We'll give you a hint, but there are more — see what additional biased phrases and connotations you can find.

At John Doe Company, we take great pride in our company culture. A large portion of our success stems from our people, who are talented, innovative, ambitious, creative, and forward-thinking. John Doe Company encourages our team to think outside the box and to voice ideas that foster growth and creativity.

John Doe Company is looking for a Marketing Strategist with no more than five years of experience to support North America business development. With room to grow, this position is perfect for fresh, young graduates looking to gain industry knowledge, marketing experience and those who want a chance to learn and be creative in a team setting.

## **BIAS!**

Not only is this illegal, but studies show a person's age does not reflect their ability to learn new skills or perform a job.

## Here's a great place to start:

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<sup>&</sup>lt;sup>1</sup>Terrell, Kenneth "Age Bias That's Barred by Law Appears in Thousands of Job Postings" in AARP https://www.aarp.org/work/working-at-50-plus/info-2019/age-bias-job-listings.html

<sup>&</sup>lt;sup>2</sup> Kelly, Rob "6 Ways to Avoid Age Bias in Your Job Description" in The Magnet https://blog.ongig.com/diversity-and-inclusion/how-to-avoid-age-bias-in-job-descriptions/