



## Say This, Not That

### How to Remove Age Bias from Your Job Descriptions

We're experiencing an unprecedented time in the labor market where we have 5 generations in the workforce. Despite a growing number of 50+ workers and increasing life expectancy, age discrimination remains distressingly common in talent acquisition – shutting out qualified candidates before the interview cycle begins. Assumptions by hiring managers about age, salary expectations, skill types, and qualification levels 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 that hint at bias? We'll give you a hint! See what other bias 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 to foster growth and creativity.*

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

*John Doe Company is looking for a Marketing Strategist with no more than 5 years 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.<sup>1</sup>*

To future proof your workforce, take a moment to audit your job descriptions for bias cues and replace with inclusive language that truly attracts the best candidate, regardless of age.

Try these:

Remove descriptors like...	Instead include facts like...
Recent college grad <sup>2</sup>	Entry-level (even better, include salary range)
Digital native	List specific skills and proficiency levels needed
Tech savvy	List specific skills and proficiency levels needed
Fresh	Agile, creative thinker

<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>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/>

Young	Adaptable
Graduation year	Education level
Cultural fit	List company values, benefits, D&I policies
Go-getter	Productive
High energy	Highly engaged
No more than X years' experience	At least X years' experience