

Inclusive job advertisement template



Job title

Keep it clear and simple – avoid internal jargon.

About your organisation

A short, friendly paragraph describing your business, what you do and your commitment to inclusion.

Example: *“We’re a West Yorkshire-based SME that values innovation, teamwork and inclusion. We welcome applications from all backgrounds and will make reasonable adjustments throughout the process.”*

Role overview

A brief, clear summary explaining what the role is and why it exists. Focus on the role’s purpose and how it contributes to your business.

Example: *“This role helps ensure customers receive friendly, timely support and are directed to the right services. You will work closely with our operations team to provide excellent service and help improve our customer experience.”*



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Key responsibilities

List the core tasks of the role – focus on outcomes rather than personality traits.

Example: *“Support customers by phone and email, managing enquiries in a friendly and efficient way.”*

Skills and experience

Highlight essential skills only. Remove unnecessary barriers (e.g. years of experience if not critical).

Example: *“You’ll have good communication skills and be confident using basic IT systems. Full training provided.”*

Flexibility and adjustments

State flexible working options and willingness to adapt roles where possible.

Example: *“We’re open to flexible hours, job-sharing, or hybrid working. Please let us know if you need adjustments at any stage.”*



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Benefits and support

Include key benefits and reference wellbeing or inclusion policies.

Example: “We offer a supportive, inclusive workplace with access to wellbeing support, training, and reasonable adjustments.”

How to apply

Provide clear instructions and a contact for accessibility enquiries.

Example: “Apply by sending your CV to recruitment@company.co.uk by [date].”

If you’d like this information in an alternative format or want to discuss adjustments, contact [Name] at [phone/email].”

Final checklist

Before publishing, check that your advert:

- Uses plain, inclusive language
- Uses easily legible fonts and colour contrast for accessibility
- Lists essential criteria only
- Includes flexible options
- Offers reasonable adjustments
- Reflects your inclusive culture



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