

## **GUIDANCE ON THE USE OF POSITIVE ACTION STATEMENTS IN JOB ADVERTS (Effective March 2018)**

The Equality Act 2010 sets out two types of positive action, general and specific.

General positive action provisions allow an employer to take steps to encourage people from an under-represented group to take advantage of opportunities for employment. Taking such steps is subject to certain conditions, including having the objective to reduce the under-representation in the employer's workforce. The steps can include measures to encourage or train people from an under-represented group to apply for jobs.

This guidance has been designed to assist recruiting areas determine whether a positive action statement should be included in job adverts.

The University has 3 agreed positive action statements currently to encourage applications from -

- women/ men for roles/ grades in which they are deemed to be under-represented
- women and individuals of Black, Asian and ethnic minority (BAME) backgrounds for all Professorial and Grade 10
- individuals of Black, Asian and ethnic minority (BAME) backgrounds for all roles at the University.

All of the positive action statements can be found in the University's job advert template (<https://www.keele.ac.uk/hr/recruitmentandselectionsupportinformation/>).

### **THE UNIVERSITY'S COMMITMENTS**

Women – The University has committed to increase female representation at both Professorial (35%) and Senior Lecturer (50%) level by 2021.

Professorial and Grade 10 – The University is committed to ensuring equality of opportunity, and to proper and fair representation across its senior decision making groups.

Individuals of Black, Asian and Minority Ethnic backgrounds – The University is committed to ensuring our workforce is reflective of our diverse student population and is therefore committed to increasing representation of staff of Black, Asian and Minority Ethnic backgrounds across all roles and at all levels.

### **POSITIVE ACTION STATEMENT FOR USE WHERE WOMEN OR MEN ARE UNDER-REPRESENTED**

Before deciding whether it is appropriate to use the University's agreed positive action statement consideration must be given to whether there is under-representation of either gender in the role/ grade being advertised. This will require some basic data analysis of the gender mix within the recruiting School/ Institute/ Department by role/ grade (e.g. Senior Lecturer/ Grade 9). The relevant data can be obtained via Qlikview (<https://busrep.admin.keele.ac.uk>).

Please contact HR if you require access to Qlikview or if you require any support in obtaining/ analysing the data.

*Where women or men occupy less than 50% of roles at that grade within the recruiting area there is justification for including the positive action statement in the job advert.*

Where under-representation has been identified and a positive action statement is to be included in the job advert, please complete the relevant section of the Post Approval Form.

#### **POSITIVE ACTION STATEMENT FOR USE WITH PROFESSORIAL AND GRADE 10 POSTS**

Based on its current staffing profile the University has identified that there is under-representation of women within Professorial and Grade 10 roles and in support of its commitment to increase representation across its senior decision making groups the agreed positive action statement should be used when advertising *all roles at this level*.

#### **POSITIVE ACTION STATEMENT TO BE INCLUDED IN ADVERTS FOR ALL POSTS IRRESPECTIVE OF GRADE, AREA, ETC**

Based on its current staffing profile the University has identified that there is under-representation of individuals of Black, Asian and ethnic minority (BAME) backgrounds and in support of its commitment to increase representation in all types of roles at all levels across the University the agreed positive action statement should be included as standard in *all job advertisements*.

#### **REACHING THE UNDER-REPRESENTED GROUP AND MAKING THE JOB ATTRACTIVE TO THEM**

##### **ADVERTISING METHODS/ MEDIA**

Where under-representation has been identified, careful consideration should be given to where to advertise the role and whether there are specific media, publications, websites, networks, etc. that can be utilised to help reach, and encourage more applications from individuals from the under-represented group(s). Specialists in the discipline of the role being advertised may be able to advise on this matter but advice can also be sought from HR.

##### **FLEXIBLE WORKING**

Consideration should also be given to ways in which the role could potentially be made more attractive/ accessible to the applicants you are trying to attract. For example, when looking to encourage applications from female applicants consideration should be given to the basis on which the post is advertised, e.g. Can flexible working be offered? Can the role be advertised on a job-share basis? Does the role have to be full-time? Can the role incorporate any homeworking?