

Reflections Exercise:



Write your
thoughts down

Research advertisements online and have a look at some of the examples out there. Note any thoughts you have about what is **attractive** or **unattractive** about the posts you see.

Then explore this website and reflect on the following:

<http://www.monster.co.uk>

1. How easy is it to post a job?

2. What services does the jobs board provide?

3. What does the resource centre offer?

4. If you owned or managed your own recruitment consultancy, what features of the site could you incorporate?

Reflections Exercise 2:



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Next, what is wrong with this advert? Explain your answers.



Job Title: SDA within PLC

Salary: From £10kpa

Benefits: Yes, depending on age and skillset

Job Type: Anything - temp/perm/
freelance

As an SDA, you will be involved in dealing
with customer queries to resolution.

You will act as first point of contact, so
phone skills, be UK native with good verbal
and written English.

You need to be male, preferably, to
understand what cables connect into what

Suggested Answers:

Luckily this is not a real advert, but we've seen some which have failed to comply with legislation; are cryptic, poorly-worded and full of spelling mistakes, to say the least!

1. What is an SDA and in which industry does the SDA work?

PLC doesn't really help. All we have are acronyms. There is no explanation of the job purpose to give up a better clue. If an SDA is some sort of Service Desk Assistant, from the brief description, then write it out in full.

2. The **salary** states from but not an upper limit. It does not look attractive, and it is better to state it is flexible, depending upon experience.

3. Benefits are subject to age!

Remember that age is a protected characteristic. As with most areas of anti-discrimination law, there are two potential types of discrimination on the grounds of age:

Direct discrimination, occurs where one person (the employer) treats another less favourably on the grounds of age. This is lawful only where the employer can objectively justify age related treatment or practices.

Indirect discrimination occurs where a provision, criterion or practice is applied generally but which disadvantages people of a particular age group, whether "young" or "old". This can occur anywhere in the employment cycle from recruitment, through an individual's working life, to retirement practices.

There are exceptions within the Regulations to the discrimination provisions, as follows:

- Where there is a genuine occupational requirement for a person of a particular age.
- On the grounds of positive action (i.e. encouraging persons of a particular age or age group to take advantage of opportunities for doing particular work where it reasonably appears to the employer that this prevents or compensates for disadvantages linked to age).
- Salaries covered by age related statutory minimum wage and statutory apprenticeship rates.

In this case, the role does not mention apprenticeship, positive action, nor expresses a genuine occupational requirement (GOR). There is no objective justification therefore.

However, the advert can state that the salary is subject to experience, as that applies to most roles, but age should be steered away from.

4. The **job type** needs to be clarified. Such flexibility is confusing and will put off applicants.

5. Gender is a protected characteristic, so specifying a male to carry out the role is direct discrimination, and again there is no objective justification. It implies that all women are not technical and cannot handle connecting cables. Connecting cables correctly may be a job requirement, but it is a skill not exclusively based on gender.

A job requirement to travel is fine to include, but you cannot specify that a candidate cannot be pregnant, not have children. Again that is a blatantly discriminatory clause. You should always steer clear of gender as well as the other protected characteristics:

- race
- religion or belief
- disability
- age
- pregnancy and maternity
- marriage and civil partnership
- sexual orientation
- gender reassignment.

6. There are no **location** details, or details of **how to apply** on this advertisement.

7. The **spelling** is atrocious. All adverts needs to be checked for typos, mistakes and punctuation errors.

8. General statements are confusing. A year's experience of doing what? It isn't helpful when there is a lack of clarity. Be specific about what experience, training, qualifications is required, along with the skills, competences and attitude required.

9. Occupational requirements is a term used loosely here, perhaps to get away with the previous discriminatory requests, but it still does not work. Genuine occupational qualifications (GOQ) were first introduced in the Sex Discrimination Act 1975 which included a list of when they could be applied. They existed when there was a requirement for a particular job to have a person of a certain gender that would allow the employer to choose one applicant over another.

The Equality Act 2010 introduced a single 'occupational requirement' (GOR), which applies to all of the protected characteristics. Under this an employer must simply show that the requirement to discriminate is a 'proportionate means of achieving a legitimate aim'. So, there are situations where it's lawful for the employer to require aa job to be done with a protected characteristic, So, advertising for a female care worker to care for a female elderly relative, would be justifiable on grounds of privacy and decency.