



Inclusive Recruitment Guide



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Attract the Best Talent for your Business

In an increasingly interconnected world, digital tools have revolutionised the way organisations engage with potential candidates. From attraction all the way to onboarding, a significant amount of the recruitment journey takes place online. Yet there are many people who encounter obstacles when researching and applying for a new job online, this can be due to disabilities, being neurodivergent, visual impairments, or if people speak English as a second language.



Employers are missing out on talent because applicants are unable to navigate the online recruitment process. By embracing digitally inclusive recruitment practices, organisations can expand their reach to a more diverse talent pool, minimise biases, improve efficiency, and foster a more inclusive and equitable hiring process for all candidates.

Who Needs Help With Website Accessibility?

For some people there can be barriers online in accessing information. This can be due to temporary or lifelong disabilities including:

- Visual impairments
- Learning difficulties
- Neurological conditions
- Mobility and physical impairments
- Linguistic problems



4 Million

people in Australia live with some form of disability. ([AUS Institute of Health and Welfare](#))



12%

of Australia residents are neurodiverse. ([IAB Australia](#))



22.3%

of Australians use a language other than English at home. ([iD Profile](#))



1 in 10

of the Australian population have a learning difficulty. ([HealthDirect](#))



13 Million

people in Australia have a visual impairment. ([Foresight](#))



4.2 Million

AUS residents are aged 65 years and over. ([AUS Institute Health and Welfare](#))

Digital Candidate Touchpoints



Attraction

If your website isn't accessible, the number of potential applicants that see vacancy listings and job descriptions are limited, meaning you're missing out on talent.



Application

Accessibility barriers prevent many applicants from filling out application forms and completing online skills assessments.



Onboarding

If employees are not given the tools and technology they need from the start, they receive a poor first impression and will not develop a trusting and loyal mindset.



Development

Without incorporating policies, processes, and technology to improve diversity, equity, accessibility, and inclusion, the workforce will be less productive.



Retention

Inclusive technology is an essential consideration as modern-day businesses rely on websites, apps, and software to help their staff get things done.

Why are Digital Barriers a Problem for Recruiters?

Digital barriers are a problem for online recruitment because they stop applicants accessing information and they stand in the way of users filling in application forms and completing skills assessments. According to [tuc.org](https://www.tuc.org), the disability employment gap between disabled and non-disabled people was nearly 30% in 2020, demonstrating that there are still many disabled people facing barriers that stop them entering the workplace.

The results of the latest Recruitment Industry Disability Initiative (RIDI) survey showed that:



75%

of jobseekers surveyed found their condition had an impact on their job search

54%

encountered hurdles at multiple stages of the recruitment process

28%

found online assessments challenging



“Consideration to an inclusive recruitment process was delivered through removing barriers to ensure opportunities are fully accessible to all. Recite Me was engaged to provide a complete web-accessible site that could be customised for users’ needs to engage and interact with the Dunelm brand and for Dunelm to reach a wider audience.”

Paul Jenkins, Senior Manager, Dunelm

Why Should You Support Candidates Online?

Creating an inclusive candidate journey is not just ethically right; it is also a strategic advantage for organisations in today's diverse and competitive job market.



Increase Talent Pool

Creating an accessible website will attract and support 20% of the population.



Enhanced Candidate Experience

By considering the needs and preferences of diverse candidates, employers can provide a positive and engaging experience.



Create Equal Opportunities

Accommodating to the needs of individuals with varying abilities, languages and backgrounds, employers can create a level playing field to enable everyone to express their talents.



Enhanced Employer Brand

In today's competitive job market, candidates actively seek out employers who prioritise diversity, equity, and inclusion. By demonstrating inclusive practices on your website, you signal commitment to creating an inclusive work environment.

Website Accessibility Legislation (WCAG)

The Web Content Accessibility Guidelines (WCAG) are a set of international standards that define how to make a website build more accessible against certain criteria

But, precisely what are the rules and which pieces of legislation do you need to follow? Here's everything you need to know...

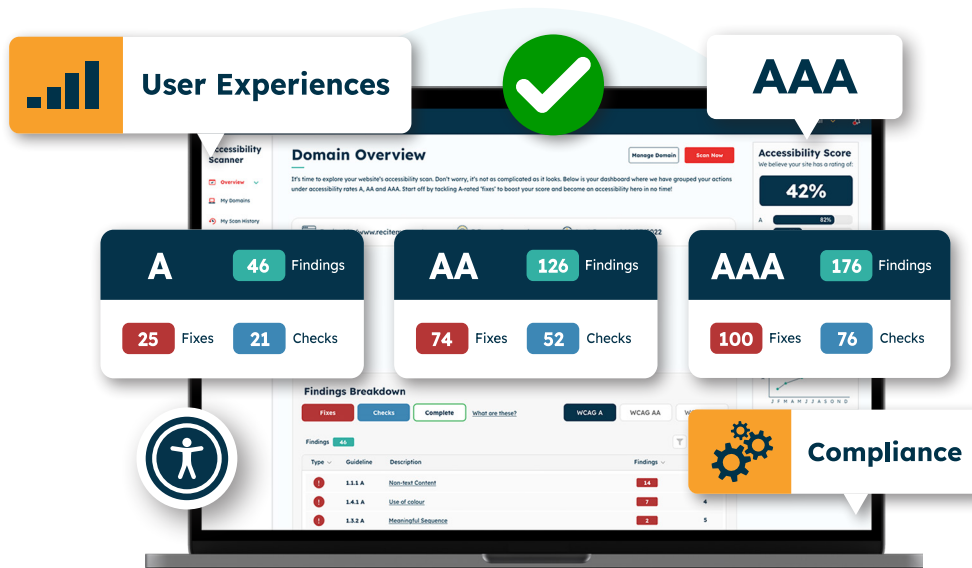
What is WCAG?

The WCAG guidelines are compiled by the World Wide Web Consortium (W3C), a global community comprising member organisations, full-time staff, and members of the public who work together to develop international web accessibility standards that provide comprehensive guidance over three levels of conformance:

Level A - Level A criteria comprise a list of things you must do to provide a basic level of accessibility on your website. Level A compliance is typically easy to achieve without much impact on website design or structure.

Level AA - Level AA criteria include more advanced compliance points than Level A, comprising a list of things you and your development teams should do to meet industry accepted standard of accessibility. WCGA 2.2 Level AA is typically the minimum reference point when discussing 'making a website accessible'.

Level AAA - With even more extensive benchmarks, this is the most comprehensive standard of accessibility compliance detailing all of the things you could do to offer enhanced accessibility. For a website to achieve this rating, it must comply with every listed success criterion.



The Complexities of Compliance

WCAG are the gold standard in website accessibility standards. WCAG 2.2 Level AA compliance covers:

- **86 criteria**
- **508 testing techniques**
- **Over 1000 technical checks**

To be sufficiently perceivable, operable, understandable, and robust, website owners must adopt a design and layout that is clear enough that everyone can use it. But, exactly what does that mean and what changes are needed to meet the expected compliance standards? Here are just a few examples.

Perceivable

Information and user interface components must be presentable to users in ways they can perceive. This means accounting for sensory differences in vision, sound, and touch so that users can comprehend and consume the information in a way that is perceivable to them. To ensure all users can recognise and understand online content, a website should:

- Provide Text Alternatives for Non-Text Content**
- Provide Captions and Other Alternatives for Multimedia**
- Present Content in Different Ways Without Losing Meaning**
- Make It Easy to See and Hear Content**

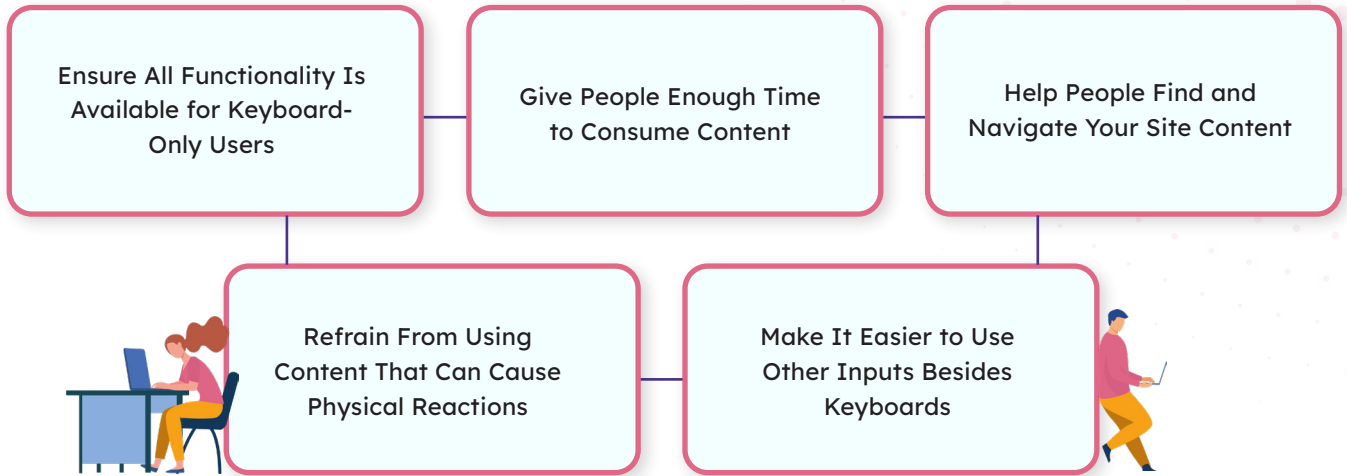


Robust

To maximise accessibility, websites should be standards-compliant and able to function using all applicable technologies, including assistive software. Content must be robust enough that it can be interpreted by a wide variety of tools, including browsers, browser extensions, media players, screen readers, and other applications.

Operable

User interface and navigation components on a website must be usable by all. This means eliminating general design barriers and functions that limit input methods or result in time constraints. To meet operability requirements, a website should:

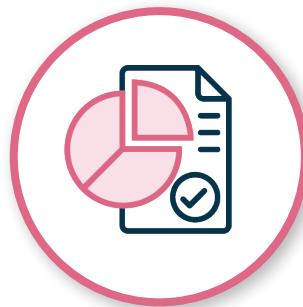


Understandable

Information and the operation of the user interface must be understandable by users and assistive technology without additional effort.



Use simple language to make content readable and understandable



Ensure content appears in a predictable manner



Help people prevent and fix mistakes



Start Your Compliance Journey

Making your recruitment website compliant with WCAG 2.2 doesn't have to be a daunting and compliant task. Online accessibility is a journey and not a destination, and Recite Me is here to help every step of the way to provide an inclusive and compliant website.

Website Build Tips for Recruitment Providers

Follow these 8 steps to make your website easier for everyone to read, focus on, and understand:



1. Use a content management system that supports accessibility.



5. Be mindful of colour use and colour contrasts.



2. Use headings correctly to structure your content.



6. Ensure forms are designed for accessibility.



3. Include alt text for all images.



7. Ensure responsiveness on all device types (mobile, tablet, and desktop).



4. Give descriptive names to your links.



8. Be keyboard friendly.

Advice from the Experts



Organisational Culture with Kirsty - Radical Recruit

Get to Know Kirsty

Kirsty runs [Radical Recruit](#), a charity that supports those furthest from the labour market to get jobs and build lives they love. She's also a co-founder of [B-Radical](#), a female founded diversity consultancy and aspiring B-Corp that helps businesses turn their diversity rhetoric into meaningful action.

What role does organisational culture play in inclusive hiring?

The role of organisational culture in inclusive hiring is fundamental and has the potential to be transformative. It extends beyond mere adherence to policies and procedures and represents a profound shift in the recognition and appreciation of diversity and its value in the workplace. This shift is about acknowledging and valuing each person's unique experiences and identities, not as mere differences, but as essential and enriching assets.

Achieving this requires a deep, unwavering commitment to inclusivity that goes beyond the conventional. It demands proactive efforts from organisations and their leaders to seek out, welcome, and integrate diverse perspectives and backgrounds coupled with the funding, time and skills necessary to execute said activities. This approach fosters a work environment that is diverse not only in demographics but also in thought, driving revolutionary change and innovation.

Inclusive hiring is about action that courageously and unequivocally challenges established norms. When organisations embrace this radical way of recruiting, they lay the groundwork for a culture where diversity is not just welcomed but is the driving force behind their business's success.



Where can you get started fostering a culture that supports inclusive hiring?

Leadership commitment and accountability is undoubtedly the only place to start because fostering a culture that truly supports inclusive hiring begins at the top. It's crucial for those in leadership positions to not only value diversity but also manage it with the same level of seriousness, commitment, and rigor as they do cybersecurity and occupational health and safety—matters that are mandated rather than mere 'nice to haves'.

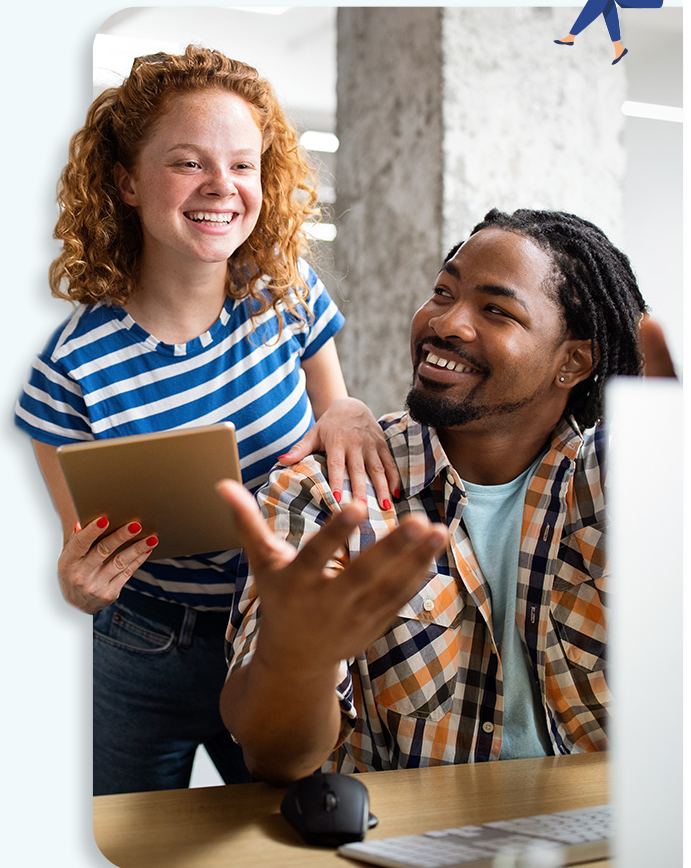
By making inclusivity a core organisational value you ensure it underpins all business decisions. It would also become imperative to delegate responsibility for inclusion related work throughout the hierarchy, ensuring that every individual within the organisation was responsible for cultivating workplaces where everyone can thrive. As part of this process, it would be essential to establish clear consequences for those who decline to meet their responsibilities. This includes holding even the most senior team members, top performers, and deal closers accountable, as they too play a significant role in the challenge at hand.

In essence, it's about aligning leadership's commitment to diversity and inclusion with actionable strategies and ensuring that everyone, regardless of their role, contributes to creating an inclusive and supportive work environment.

What is a common roadblock in organisational culture that stands in the way of inclusive hiring?

Ever wondered what Disneyland, the London Zoo, and shopping malls have in common? They all display maps with a prominent arrow and the words "you are here." This universally recognised symbol serves a valuable purpose—it tells you exactly where you are on the map. It's a simple yet ingenious tool that helps people get their bearings, understand their surroundings, and plan the most efficient route to their chosen destination.

In my experience, the biggest challenge that almost all businesses face is their lack of essential data which would tell them where they stand "on the map" and which would make it possible to not only chart a meaningful course forward but also, measure the efficacy of their chosen route whilst ensuring those responsible for leading and executing the work are held accountable.





Unconscious Bias with Eploy

Get to Know Eploy

[Eploy](#) is the complete cloud-based recruitment platform for modern in-house recruitment teams. Eploy combines Applicant Tracking, Recruitment CRM, Talent Pool Engagement, Onboarding and Analytics into a unified web-based platform that integrates seamlessly with your careers site to provide an excellent experience for recruiters, candidates and hiring managers.

What is unconscious bias?

Unconscious bias is a human nature tendency. When individuals form judgements and make decisions based on prejudices or beliefs they may have but are unaware of. It can present discriminatory behaviours and choices in decision-making if not managed correctly.

Examples of unconscious bias in recruiting can include:

- CV filtering based on the candidate's name.
- Educational background bias.
- Forming an opinion based on first impressions or gut instinct.
- Discounting candidates because of age, race, gender, or religion.
- Overlooking candidates with a non-traditional career path.

The impact of unconscious bias in the recruitment process

Making unconscious bias choices in the recruitment process has a detrimental impact on individuals and the organisation because it doesn't foster a workplace that is rich in diversity or inclusion. It can overlook talented individuals who are not evaluated on skill or ability.

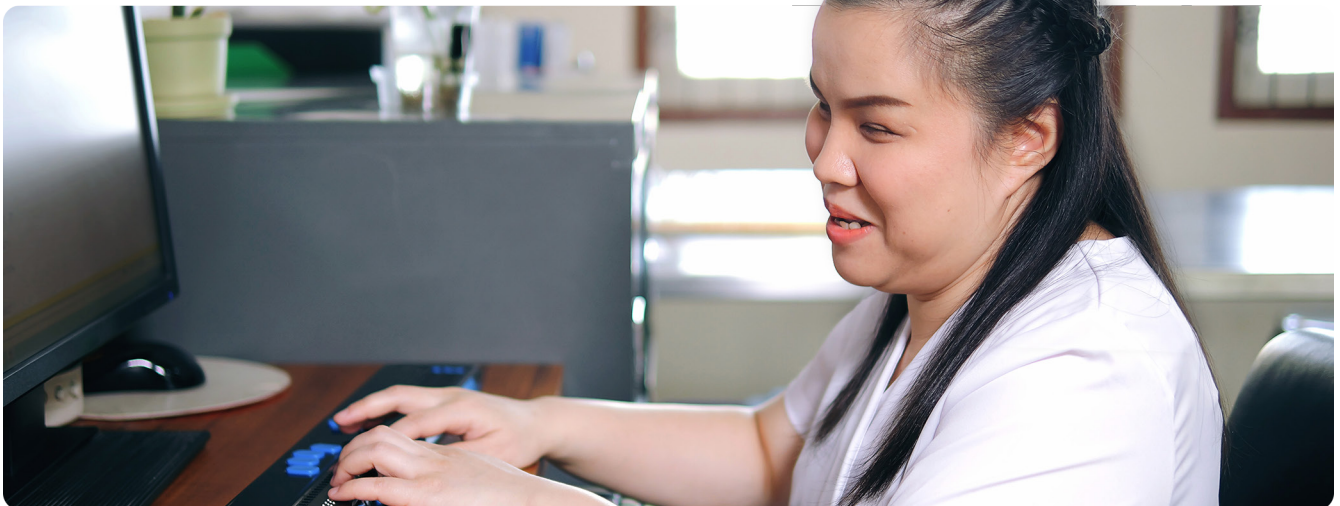


How can hiring teams address unconscious bias?

Addressing unconscious bias during the hiring process to deliver a fair and transparent recruitment process. Some tips:

- Create inclusive and engaging job descriptions, making use of gender and neutral language that appeals to candidates regardless of their gender. Here is a tool to help you: <https://www.eploy.co.uk/resources/toolbox/check-my-job/>
- Support a 'name blind' recruitment process by selecting the candidate information (name, gender, ethnicity etc.) to remove from applications during the CV review process and throughout the hiring stages.
- Implement a Structured Review process to ensure all candidates are evaluated fairly.
- Understand your diversity and inclusion recruitment metrics to identify areas of unconscious bias. How are you capturing and measuring your vacancy performance against diversity and inclusion metrics such as diverse candidate ratio, submitted diverse candidates ratio or diverse candidates interview to offer ratio?

Here is a handy guide for recruitment metrics that has a whole section on measuring diversity and inclusion: [eploy.co.uk/stddocs/recruitment-metrics-cookbook-eploy.aspx/](https://www.eploy.co.uk/stddocs/recruitment-metrics-cookbook-eploy.aspx/)





The Role of Technology in Recruitment with George - hyrUP

Get to Know George

I had 5+ years of staffing and recruiting experience prior to starting [hyrUP](#). I had a real desire to build something, and help individuals find better opportunities across a wider spectrum of professions and geographic locations

How does technology help diversify the recruitment processes? .

We leverage a lot of AI in our company to help us cast a very wide net of potential candidates. We target candidates with specific technical backgrounds, and vet them with traditional recruitment methods. Our objective is to deliver plug-and-play talent to our clients who possess the technical and soft skills needed to thrive in any environment, regardless of their background or physical abilities.

What are your top 5 tips for making online interviews accessible to all candidates?

That is a great question, I don't really have a great answer.

Providing candidates with a multitude of timeslots allows them to find a day/time that works for their personal and professional schedule. Giving candidates options when it comes to technology (Zoom, Google Meet, etc) is helpful as well, so candidates can use their desired technology (which minimises technical issues).

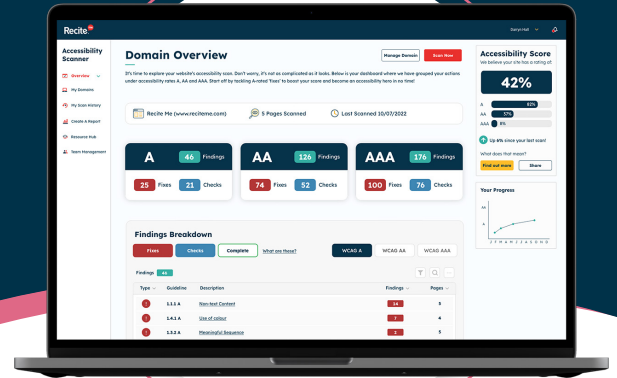
What are some common mistakes organizations make in their recruitment processes?

Have options. It is paramount to provide an excellent candidate experience. A clearly defined interview process, timely feedback, timely scheduling of next rounds, and a transparent conversation around compensation, start dates, hours, benefits, etc should happen throughout the process, not just at the end.



Website Accessibility WCAG Checker

Website accessibility and compliance made simple. Create a website that is built with accessibility in mind and to WCAG industry standards, with the help of the Recite Me Accessibility Checker.



Let's create a website that is accessible to everyone!

We all know that our websites need to be built to an accessible standard. But where do you start on this journey, how do you make our websites accessible, how do we make them compliant?

The world of accessibility and making your website compliant with a law or standard can be a confusing and daunting subject for many. The Recite Me Accessibility Checker is changing the way we address WCAG issues on our websites. The key is to simplify the process and tasks while supporting you with expert knowledge. Together you'll become an accessibility hero in no time!

Scan

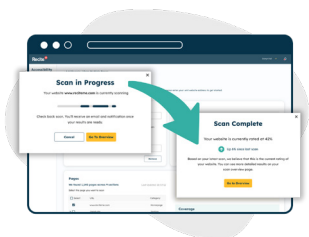
Your accessibility journey starts here with a scan of your website covering WCAG 2.1 success criteria encompassing:

- Site performance overview
- Accessibility scoring
- Findings per rating
- Error breakdown

The scan report includes an overview of errors, the locations of errors, and a comprehensive list of actionable errors to fix and check.

Fix and Check

Our software identifies areas of non-compliance and shows you what to fix and check and in what order for the biggest improvement against your efforts, investment, and time. Fixes are confirmed fails identified via an automated scan and checks are potential errors that a human needs to verify. For example, a computer can identify if an image on a website has an alt-tag attribute or not. However, human eye is needed to make sure that the alt tag text describes the image.





Track

Our compliance tracking service helps you manage your web accessibility improvements over time, make the most effective changes in the right order, and manage your fix queue. You can examine various elements of WCAG compliance by exploring different scans and download your website's scan accessibility score and report to track your positive journey.

Share

We give you all of the tools needed to demonstrate your commitment to developing an accessible website. You can share your accessibility report and score to showcase your digital inclusion goals and achievements via:

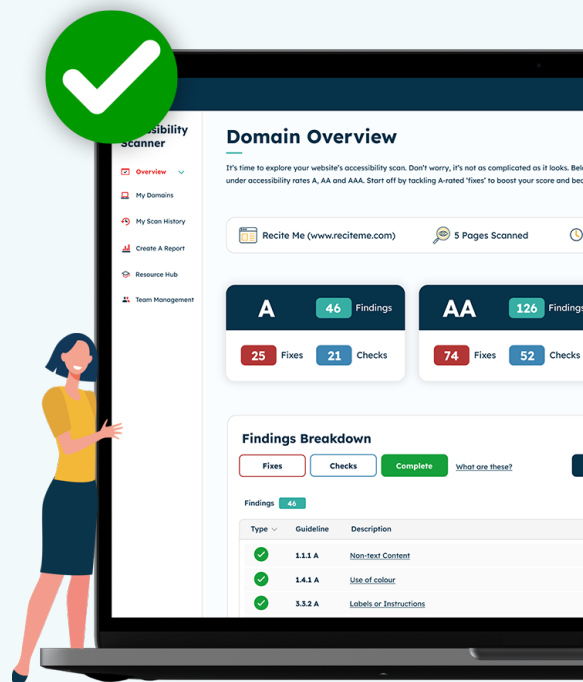


- Custom monthly reporting
- Ongoing engagement analysis
- Accessibility scoring
- Downloadable fix lists
- Access to the Recite Me Hub which features materials highlighting the depth of information behind your website's scan and results. Resources include FAQs, full breakdowns of testing methodologies, and 'how to' videos.

Start Your Web Accessibility Compliance Journey Today

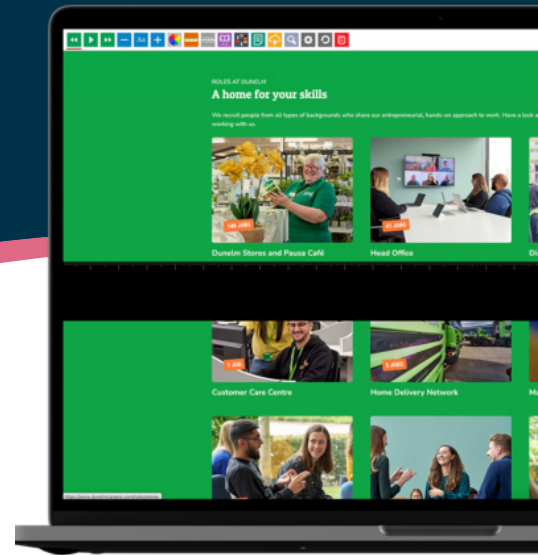
Get to work on your online inclusion strategy today by working your way through these action points:

1. Learn more about the [Recite Me Web Accessibility Checker](#).
2. [Run a free scan of your website](#) for WCAG 2.1 AA compliance.
3. [Schedule a free demonstration of our Web Accessibility Checker or assistive toolbar in action](#) to better understand how our technology can help you.



Recite Me Assistive Technology

Inaccessible websites create barriers for users. Create an inclusive experience online by providing accessibility and language options to enable everyone to customise your website in ways that works for them.



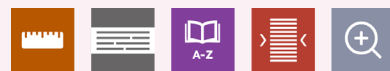
Toolbar Accessibility Features

Give your visitors total control when viewing your online content. Discover the unique range of accessibility features to allow people to customise the way they interact with your website.



Screen Reader

Providing our screen reader will help website visitors to perceive and understand your digital content by reading aloud website text, which can be customised to suit the viewer.



Reading

To simplify use and support your website visitors, the Recite Me web accessibility toolbar provides five main tools; ruler, screen mask, magnifier, margins, and a dictionary.



Styling

Recite Me assistive technology allows people to change the way a website looks. Users are able to customise the website's color scheme as well as the text, font style, size, color, and spacing.



Translation

Recite Me web accessibility technology quickly and easily translates all your web content into over 100 languages, including 65 text to speech voices.

Recruitment Providers Leading the Way for Digital Inclusion

Recite Me works with some great recruitment providers to support them in offering an inclusive recruitment journey for candidates. See some of the organisations we work with below.



THE
VERY
GROUP



We want to attract the best talent. Allowing everyone who visits our careers site to use it the way we intended is a vital part of our mission. That's why we've worked with Recite Me to make our website digitally inclusive. It's the right thing to do and the best decision for our business. It's enabling candidates access to apply to roles here at The Very Group they may very well have been unable to without this. We're still on a journey, but Recite Me has helped us with one of those steps - the start of a more inclusive journey to working at The Very Group.

Sean Allen, Head of Talent, Very Group



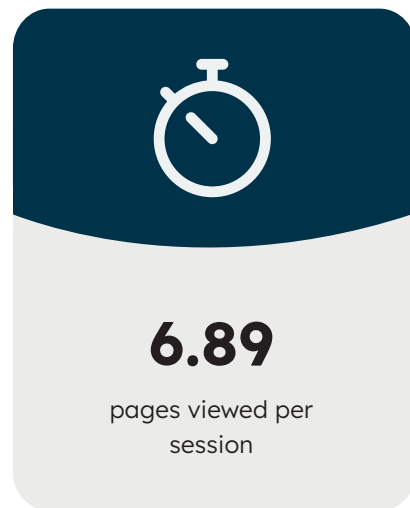
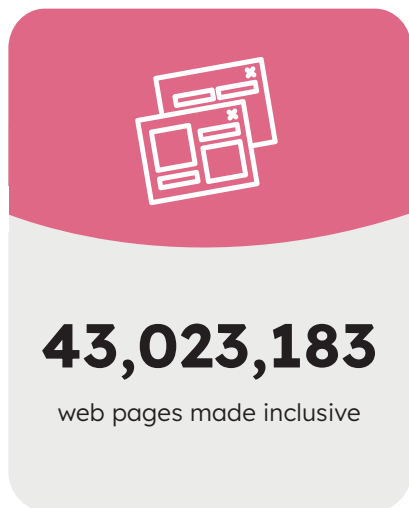
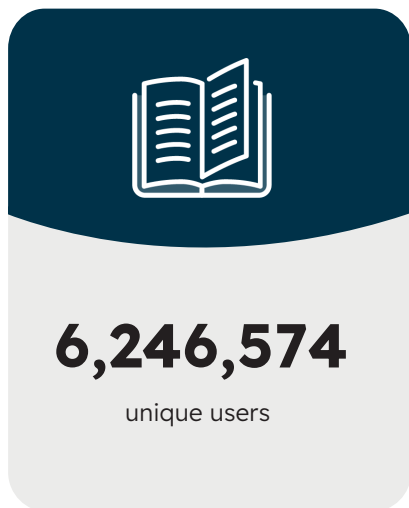
For the past six months, we've seen job vacancies skyrocket, with many suggesting that the market is 'candidate short'. But the fact of the matter is that there are hundreds of thousands of disabled or neurodiverse candidates who are unable to access roles due to inaccessible recruitment processes. With most job searches taking place online, the Recite Me toolbar opens the door to diverse talent to grant everyone access to their dream career, increasing the number of candidates applying for roles. At PageGroup, we are determined to create change. Whether that's the industry-leading work our award-winning DE&I team does internally, the support we give our clients through our DE&I Client Solutions team or our new accessibility resources for businesses across the country - this is a priority that runs through the very core of our business.

Steve Ingham, PageGroup, CEO

PageGroup

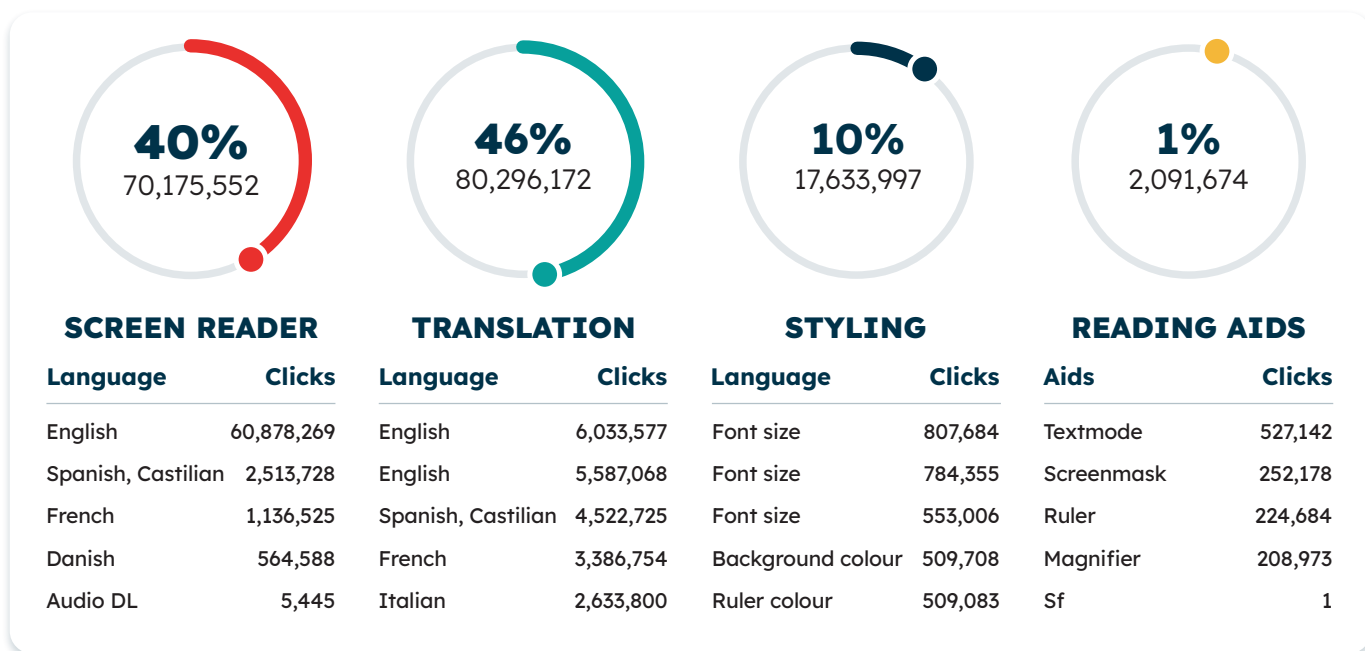
Overview of Recite Me Toolbar Data

In line with the drastic shift towards online living, we noticed a significant increase in the demand for inclusive websites. In 2023, Recite Me helped over 6.2 million people to view content online barrier-free. Our data shows:



Features Used

The most popular feature has been the screen reader, which is used to playback website content in English and over 100 other languages. The translation feature has also been popular with 39% of overall usage with lots of translations being made to Spanish and Arabic.



5 Tips for Providing an Inclusive Recruitment Journey



Write inclusive job descriptions

A job description should use plain language to define the job and the requirements clearly. You should avoid using gender-based language terms as well as industry jargon. Someone from outside your organisation should be easily able to understand what is needed.



Expand where you advertise job openings

Using different places for seeking new employees opens up the chance of recruiting a more diverse population. A great way to extend your candidate search is to simply post your openings on more diverse job boards and social media pages.



Allow for reasonable adjustments

Check whether the interviewee needs any reasonable adjustments ahead of the interview, then make sure these are actioned and communicated with the candidate. Examples of reasonable adjustments include providing more time to complete assessments and offering an online interview rather than a telephone one so subtitles can be enabled.

4



Provide inclusive recruitment training

Training for interviewers is one of the best ways to ensure you are providing an inclusive interview experience. It is vital for educating your hiring panel on how to address biases and how to maintain a more objective standpoint. Also, training your interview panel will provide candidates with a better experience.

5



Diverse interview teams

A diverse hiring panel helps you avoid hiring based on shared biases and help see candidates from different perspectives. It can also make candidates from under-represented groups feel more comfortable performing in front of a panel where they are represented. Additionally, it is also the perfect example of 'practice what you preach' if your organisation claims to be committed to D&I.





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Believing in Accessibility for All