

Umbrella White Paper Reveals Slow Progress In Diversifying Recruitment

Tuesday 3 December, 2019

Diversity and Inclusion startup Umbrella Analytics and AI recruitment platform TechWolf collaborated to investigate how good recruiters are at optimizing for diversity. Building on existing research, an analysis of 15 million job adverts reveals that pay transparency is poor and strong gender biases in language use persist.

There is a growing body of both practitioner and academic research showing that job advert design can have a measurable impact on the diversity of candidates attracted to apply for a role. It is also well known that pay transparency is a significant factor in reducing gender pay gaps. With all this new knowledge, Umbrella and TechWolf wanted to understand how well it is being implemented and hence how far recruiters have come in optimizing their advertising for diversity.

The results show that implementation of this new knowledge is poor, that pay transparency is still being resisted by businesses, and that male-coded language still dominates recruitment. Based on this, Umbrella has set out to create a new tool which will enable recruiters and hiring managers to easily ensure they are optimizing for diversity when they recruit for new roles.

"We were shocked to find that out of our corpus, only 5% of adverts contained salary information, which we know is key to attracting a diverse talent pool. We are calling on employers to take concerted action to approach recruitment more intentionally, and to ensure they are designing the job adverts to have the widest possible appeal."

Nancy Roberts, CEO Umbrella

At Umbrella, we use data intelligence to radically accelerate the progress of diversity and inclusion in the workplace. Through technology-enabled tools and services, we give employers and employees the support they need to leverage the enormous benefits of diversity.

[Visit our site](#) to sign up for a demo of the Diversifying Recruitment tool in action

For more information, quotes and media/imagery please contact Nancy Roberts at 07961 070 137 or nancy@umbrellaanalytics.net

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Full press release

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