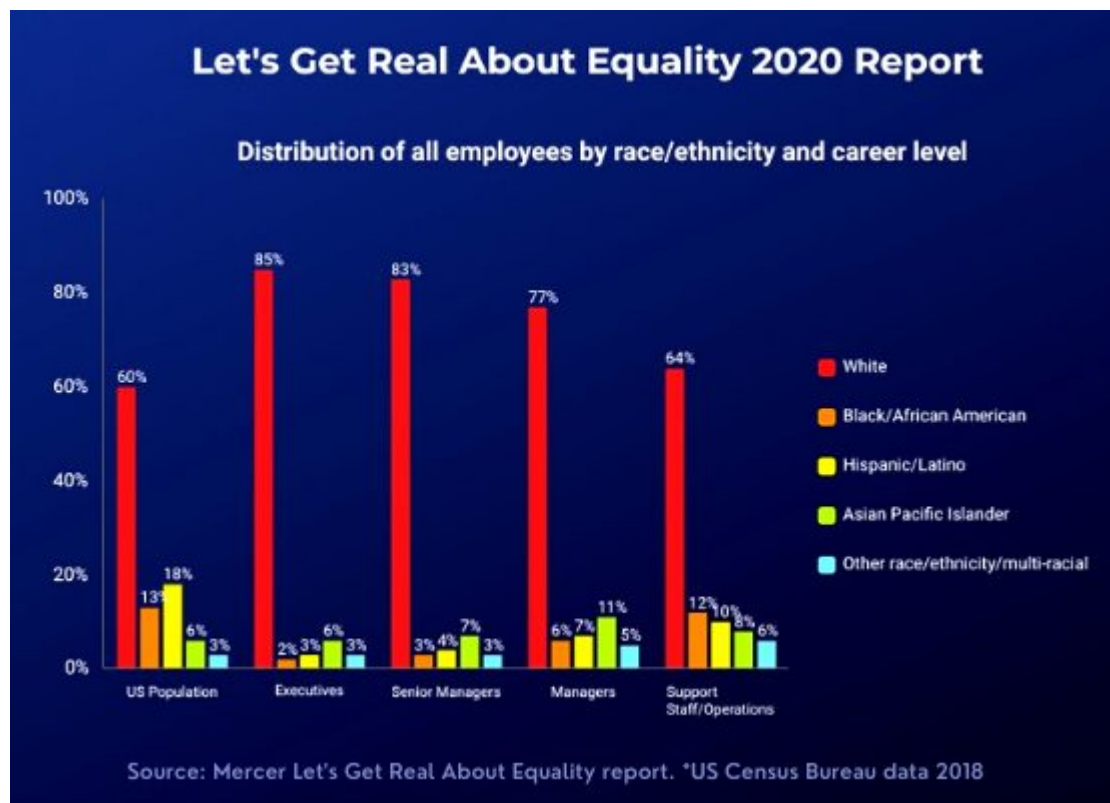


# Diversity and inclusion jobs: Behind the title

Nationwide racial justice protests in 2020 have led to an increase in the number of Diversity and Inclusion positions made available by companies, and for a good reason. According to Glassdoor.com, job opening for diversity, equity, and inclusion (DE&I) roles spiked by 55% this summer as more companies back up their diversity promises with action.

Even still, there's much to be learned about the importance of diversity and inclusion roles and best diversity hiring practices.



## What are diversity, equity, and inclusion?

First, it's essential to understand that these terms are not the same.

Your company has diversity when your employees come from a wide range of backgrounds - ethnic, socioeconomic, cultural, lifestyle, experience, and interest.

Your company has inclusion when your policies and procedures make all people feel welcome, and you are open to varying perspectives, opinions, and experiences.

Your company has equity when everyone has an equal chance at opportunities within the company, including promotions, hiring, working on special projects, and selection to participate in professional development opportunities.

## Why are diversity and inclusion jobs critical?

As much as we might like to think that no one sees color and everyone looks past differences and treats everyone fairly, time and time again, our communities and companies demonstrate that it's just not true. Companies must be strategic and deliberate about their actions related to diversity, equity, and inclusion.

One of the best ways to do so is to hire experts in the field of DE&I to lead the cause within the company.

When diversity and inclusion are present in the workplace, employees can showcase their full potential because they feel heard and seen.

## 5 common diversity and inclusion jobs

While diversity and inclusion jobs can come in all shapes and sizes, here are 5 common diversity jobs with a general summary of their role within a company.

### Chief Diversity Officer

The Chief Diversity Officer's role is to oversee diversity, equity, and inclusion within the company. Duties for this position include:

- Recruiting diverse candidates
- Oversee discrimination and harassment complaints
- Implement diversity programs
- Manage and support diversity and inclusion strategies
- Support collaboration between team members
- Address issues faced by select demographics at the company

### Diversity Trainer

The Diversity Trainer's role is to conduct diversity training and development programs for leaders within the company. Duties for this position include:

- Lead diversity and inclusion programming
- Determine objectives for the company based on training programs
- Share best practices for fostering diversity and inclusion within the workplace

### Diversity Recruiter

The Diversity Recruiter's role is to attract and retain a diverse workforce. Duties for this position include:

- Develop company policies promoting diversity and inclusion
- Lead training sessions for HR members to support diverse hiring efforts
- Establish fair and equitable hiring practices
- Write job descriptions with inclusive language
- Network with potential candidates for traditionally underrepresented groups

### Diversity Consultant

The Diversity Consultant's role is to work with a business and help develop and implement new diversity goals, strategies, and initiatives. Duties for this position include:

- Review existing data and process to support new initiatives

- Conduct diversity training for management and employees
- Identify areas of improvement within the current strategic plan
- Monitor new DE&I developments

### **Supplier Diversity Manager**

The Supplier Diversity Manager's role is to promote the use of diverse suppliers for the company. Duties for this position include:

- Develop business strategies to ensure the supply chain for goods and services is diverse
- Research and record potential businesses owned by diverse groups for purchases and contracts



Other common roles within diversity and inclusion include:

- Diversity Officer
- Diversity Director
- Diversity Coordinator
- Chief Culture Officer
- Diversity Manager
- Director of Diversity and Inclusion
- Inclusion Specialist
- Diversity and Inclusion Manager
- Diversity Program Manager
- Employment Equity Manager
- Equity Manager
- Equity and Diversity Consultant
- Equality Diversity Consultant
- Equity and Diversity Advisor
- Diversity Assistant

## **Best practices for diverse and inclusive hiring**

Whether there is an official DE&I role within your company or not, diverse and inclusive recruiting and hiring practices should be in place at all times. Here are some best practices for incorporating DE&I into your hiring process.

### **Review job postings**

The words of a job posting can have power in the type of candidate you recruit. Be selective with the wording you use in considering the kind of candidates you want to attract. When describing your organization, note that you are a diverse company and that DE&I are your values or actively recruiting females, minorities, LGBTQ+ community members, etc. for the position.

### **Review your imagery**

Take a look at the images and videos used to represent your company on your website and social media profiles. If you find that your staff is all the same, it can easily run off potential candidates who don't fit that mold. Find other ways to add diversity to your platforms until you can make your staff more diverse.

### **Try blind hiring**

Blind hiring is the process of making decisions about candidates without access to information that can bring about conscious or unconscious bias. This might include the use of software that eliminates their name, school or address, and other information that leads to bias.

### **Use diverse networking practices**

Sometimes, being more diverse in hiring is as simple as looking at how your company networks. Connect with professional organizations and attend conferences and job fairs that represent diverse groups. Have representatives in online spaces such as LinkedIn groups and Facebook groups that represent underrepresented communities. Doing so will place you in a better position to find more diverse candidates.

### **Have an inclusive interview team**

Just as you want to recruit and hire diverse candidates, your interview team should be inclusive as well. You want to ensure that your team includes people with diverse outlooks and backgrounds who are respectful and appreciate differences. This might require that you have a screening or conversation with them beforehand to ensure it's the right person involved in the process.