The Role Mapper

Design flexible and inclusive job descriptions

Optimise talent & diversity

BrightWorks

The Importance of Job Descriptions in driving Diversity

A great job description is more than just writing great copy

1

Responsibilities & Requirements

How we define what a candidate needs to do, what they need to know and what they need to be good at can make or break the quality and diversity of applications. Women will not apply if the role appears over-complex and they do not feel they can meet all the criteria.

2

Assessment & Selection

How we define our requirements in our job descriptions determines how we screen and assess candidates. Research has shown that 40%+ of diverse candidates are screened out due to restrictive role specification & bias in the assessment process

3

Flexible Working

Flexible Working is cited as the number 1 benefit for talent seeking a new employer and is an essential requirement for attracting female talent. Over 80% seek homeworking in their next role; over 45% want a part-time working pattern; over 50% would prefer flexible working over a salary increase.

4

Recruitment Communications

Candidates spend on average 6 seconds to review a job advert. For 70% the job description is their first engagement with our employer brand. Top priorities for women are: culture, team, working practices, opportunity to make a difference. We need to write and structure the content to give them everything they want to know in a way that appeal in <700 words.

The Role Mapper

(brain/cog icon)	Leading practice job design & job description workflow
(flag icon)	Embedded bias checker and inclusion flags to help widen talent pool
(atom icon)	Algorithm assesses nature of job and determines job flexibility
(checklist icon)	Connectivity across job descriptions, job adverts and job assessments
(template icon)	Consistent, scalable framework with built-in guidelines & tutorials
(database icon)	Interactive database to save, store, connect job descriptions and adverts
(magnifier icon)	Dashboard & reporting functionality to track and monitor
(workflow icon)	Cloud-based: integrate to existing people and recruitment ATS systems

Design a job

Follow the workflow to create an inclusive and flexible job description

Create a New Job

Create a Job Description
Follow the workflow to create a flexible and inclusive job description

Review job

Create a Job Advert
Follow the workflow to create a compelling and inclusive job advert

Create job advert

Generate Assessment Template
Generate candidate screening and interview template

View

Jobs Database
Search for a specific job description, job advert or assessment template

Search

NEW

Tutorials and Guidelines
Learn about inclusive recruitment, job design and flexible working and view tutorials that educate and guide you through The Role Mapper workflow

Explore

The Role Mapper

Design and scale consistent and best practice job and recruitment documentation

A challenge for many organisations is standardising and ensuring best practice and consistency in how jobs are designed and job descriptions and adverts are created.

The Role Mapper platform provides a scalable, leading practice **job design framework** to create and connect consistent job profiles, job descriptions, job adverts and job assessments.
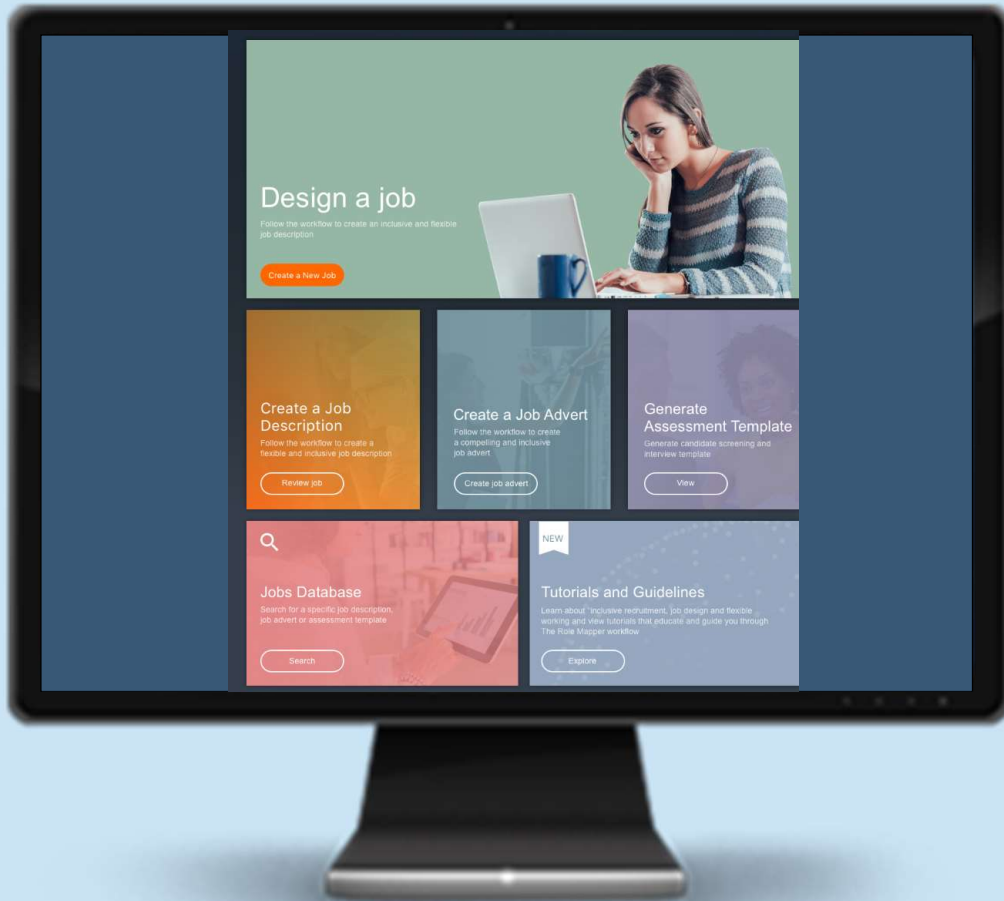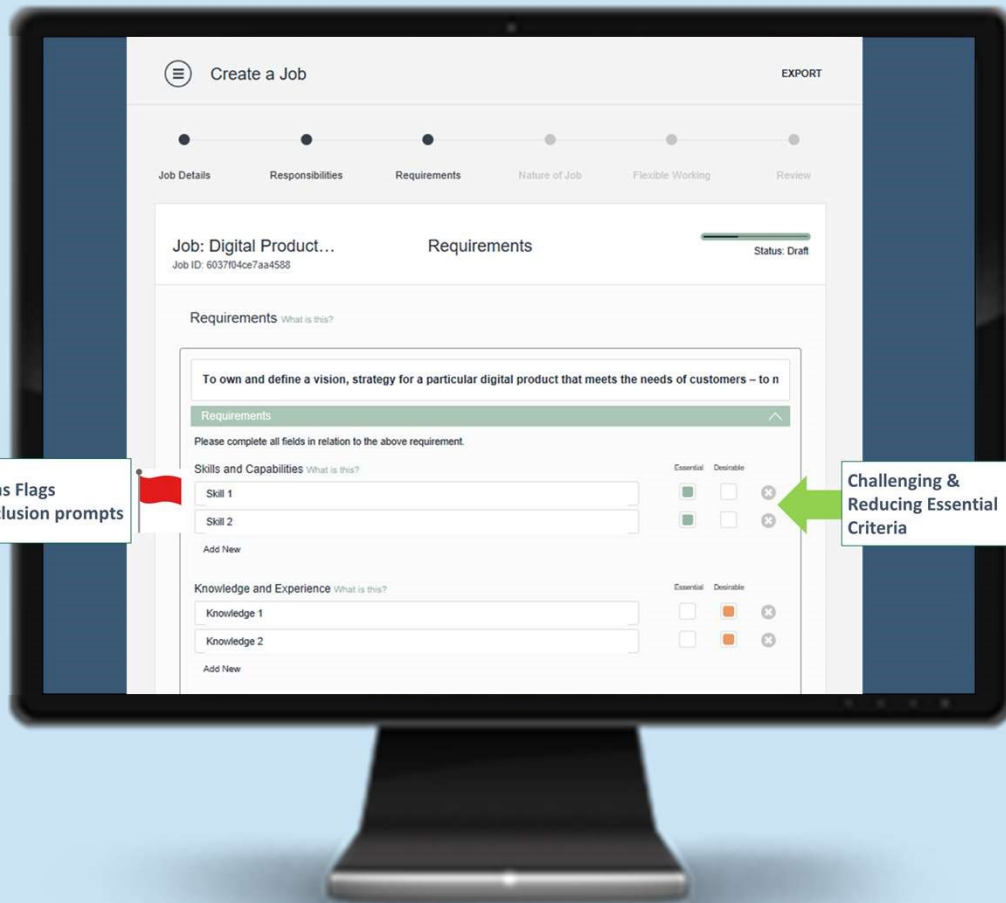
The Role Mapper

Design job requirements to optimise talent and diversity

Research has shown us that restrictive candidate specification significantly reduces the breadth and diversity of the talent you can access. But it can be challenging to find a way to systematically encourage hiring managers to think more broadly.

The Role Mapper has embedded flags that help managers design jobs inclusively with prompts to think more broadly about talent. These "inclusive" requirements are pulled through to the job description, job advert and ultimately the candidate assessment template to ensure the end-to-end process is connected and inclusive.

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Design flexibility into your roles and career paths

Over 45% of the professional working population seek flexible or part-time working patterns, yet less than 10% of roles promoted at recruitment offer flexible or part-time working options.

The Role Mapper helps you design flexibility into 100% of your job descriptions.

An algorithm assesses jobs based on key job design criteria and provides clarity on feasible, flexible working patterns that will work for the role with guidance on how to make it work.
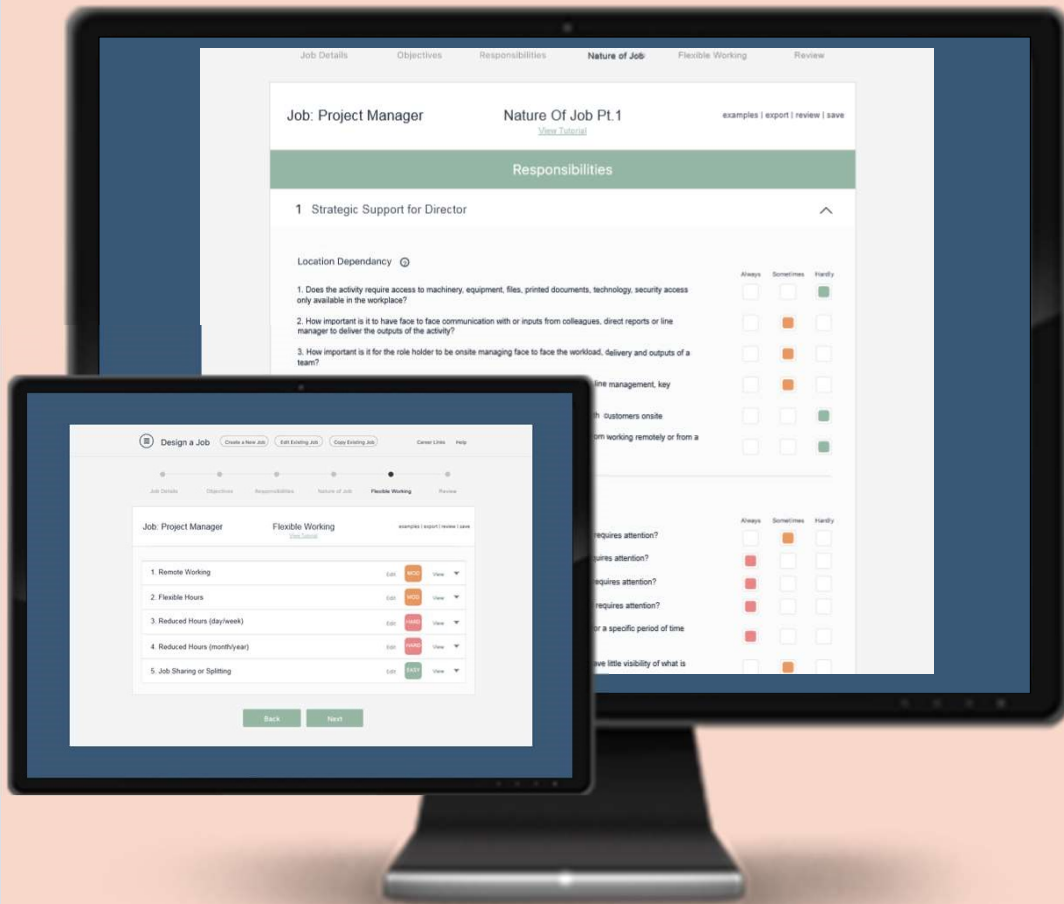
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Create consistent, compelling and inclusive job adverts

The job advert creation process can be extremely time consuming. Trying to translate a complicated job description and turn it into a compelling sales tool takes time. It can also be challenging to ensure that all your job advertisements are written consistently using inclusive and attractive language.

The Role Mapper automatically generates the job advert pulling content into a best practice job advert template. Upload your approved corporate content into the settings areas to ensure your standardised 'inclusive' copy is pulled down into all your job adverts.

The Role Mapper

Inclusive, transparent and connected screening & assessment processes

It can be challenging to ensure your screening and assessment process is inclusive and free from bias. There is often little connectivity between what goes on a job advert and ultimately what the hiring managers uses in the assessment process, leaving it wide open to inconsistency, personal interpretation and bias.

The Role Mapper automatically generates a screening and assessment template for each role, pulling through only the essential requirements. Assessment questions can be uploaded to ensure consistency of approach and to align to corporate standards.

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Consistency, connectivity and transparency across jobs and recruitment

There is often little-to-no connectivity between the various job processes and job documentation leaving it wide open to inconsistency, inefficiency, personal interpretation and bias.

The Role Mapper workflow **connects all job processes and documentation: job profile => job description => job advert => job assessment to ensure full transparency and inclusivity across all jobs and the recruitment process.**

The Role Mapper

Centralised storage, tracking and reporting across all jobs

The way that job descriptions are created and stored makes it really challenging for organisations to have full visibility, track and monitor the consistency, inclusivity and flexibility of all jobs.

The Role Mapper has an interactive **jobs database** that stores all job documentation and **provides full visibility** of your jobs, skills and flexible working patterns.

A **dashboard and settings functionality** helps you to track and monitor the quality of your jobs and make any changes at scale.

The Role Mapper
Unlocks talent & diversity

Increase the diversity of hires

Flexible & inclusive job design resulted in a 125% increase in female hires
(Global Technology Company)

Improve the quality of hires

Flexible & inclusive job design resulted in an 80% increase in quality of hires, based on CV-to-hire conversion ratio
(Technology Consulting Firm)

Retain & progress your talent

Flexible & inclusive job design resulted in a 25% reduction in female attrition and achieve their target of 30% female leaders
(Global Accounting Firm)

Save costs & increase productivity

Flexible & inclusive job design saved £3m annually and led to a 10% increase in revenue and a 30% increase in productivity
(Telecommunications Company)

Join a pilot!

Pilot the Role Mapper Platform:
- Test the process & platform
- Review the outcomes
- Measure the impact
- Explore scalability, integration & ROI

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