



The Role Mapper

Design flexible and inclusive job descriptions

Optimise talent & diversity

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



Leading practice job design & job description workflow



Embedded bias checker and inclusion flags to help widen talent pool



Algorithm assesses nature of job and determines job flexibility



Connectivity across job descriptions, job adverts and job assessments



Consistent, scalable framework with built-in guidelines & tutorials



Interactive database to save, store, connect job descriptions and adverts



Dashboard & reporting functionality to track and monitor



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

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

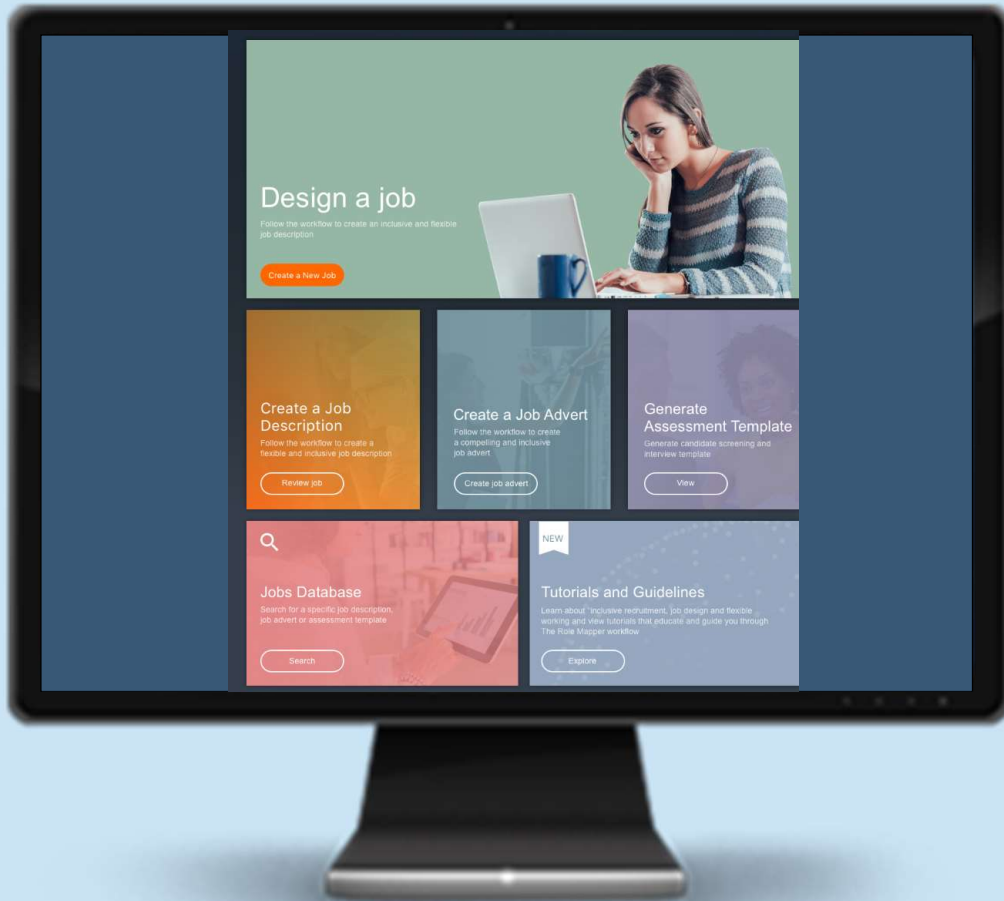
Explore

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.

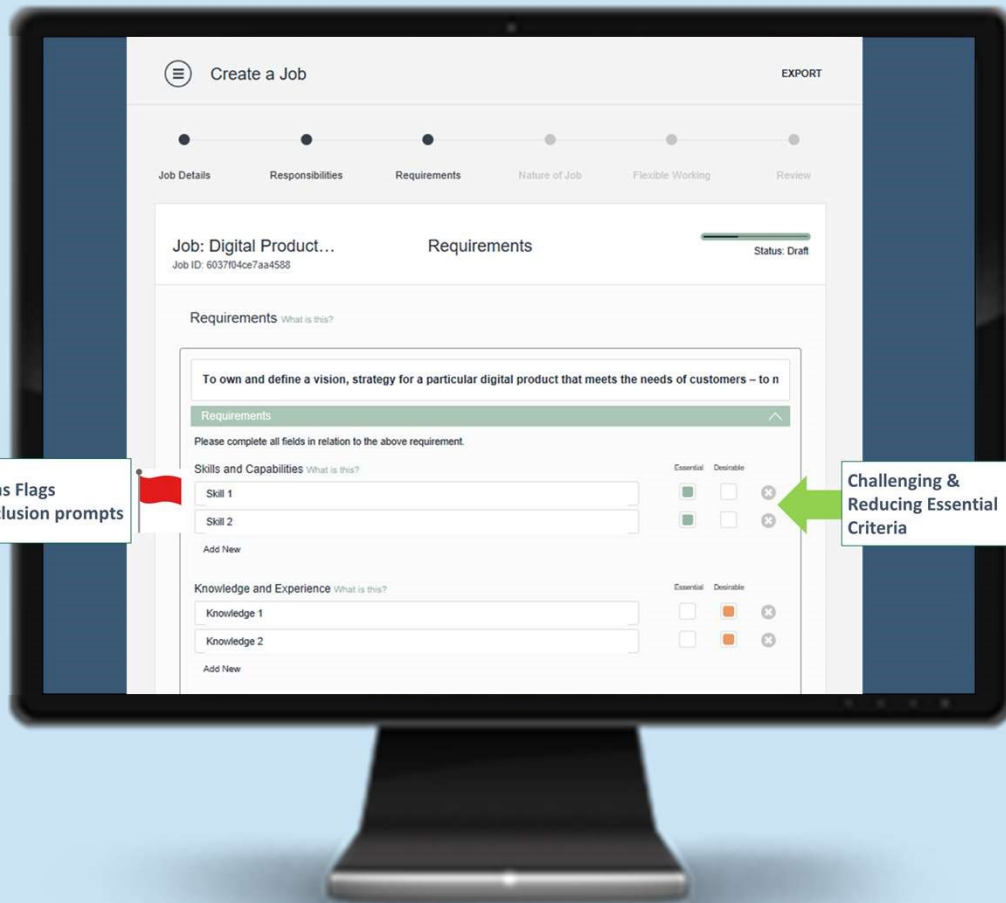


The Role Mapper

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.**



- Bias Flags
- Inclusion prompts

Challenging &
Reducing Essential
Criteria

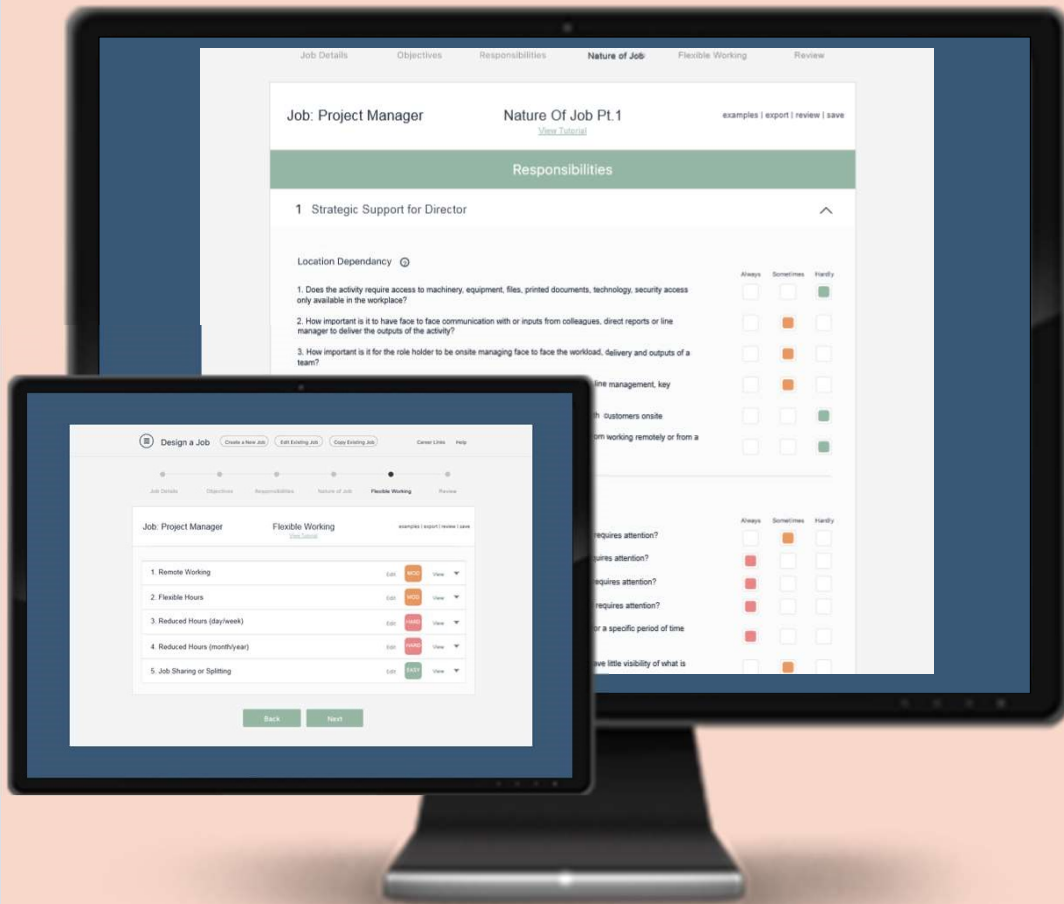
The Role Mapper

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.



The Role Mapper

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 research content into the settings areas to ensure your standardised 'inclusive' copy is pulled down into all your job adverts.

The screenshot displays a three-step workflow on a tablet screen:

- Create a Job Description:** Follow the workflow to create a flexible and inclusive job description. Button: Review job.
- Create a Job Advert:** Follow the workflow to create a compelling and inclusive job advert. Button: Create job advert.
- Generate Assessment Template:** Generate candidate screening and interview template. Button: View.

Below the workflow, a detailed job advert template is shown, divided into two columns:

Lead UX Researcher
Part-time, Full-time, Flexible Working
Are you passionate about understanding how to make life easier for customers? Do you relish the opportunity to see your insights brought to life?

Join our digital transformation
A global force in xxx, our team are responsible for over 60 websites worldwide. We are pioneers, innovators and disruptors in the world of xxx. We are on a digital transformation, experimenting with new tools and services that put customers at the heart of everything we do.

Make an impact as a Lead UX Researcher
As a Lead UX Researcher, you will be operating at the heart of what our business values the most: customer-centricity and digital transformation. You will have the autonomy to guide your team to design and deliver insights that will help us transform how we do business with our customers.

As a Lead UX Researcher you will have full accountability for:

- Scoping and prioritising research questions that will help us understand how to make it easier for our customers to do business with us
- Designing and implementing a wide range of UX research methodologies to help answer key customer research questions
- Consolidating and communicating research outputs in a compelling, engaging way, bringing it to life for people around the business
- Working closely with the Product Owner to understand and quantify the commercial impact of your research
- Managing a team of 2-3 UX Researchers - prioritising and scheduling research, supporting personal and professional development
- Keeping up-to-date with industry insights contributing to a vibrant collaborative and knowledge-sharing research culture

Fuelling your passion:
To be successful in this role you will:

- Have a passion for and experience of usability testing to understand how to make life easier for customers in an e-commerce context
- Have experience of implementing a variety of different methodologies to answer UX research questions that help develop solutions for customers
- Love spotting patterns in research data and finding ways to communicate these in a compelling and engaging way
- Understand how to track and measure the impact of your research
- Thrive on working collaboratively with a range of people to deliver results
- Have experience of or aspire to manage a small team of researchers

Flexible Working
We recognise that everyone is different and that the way in which people want to work and deliver at their best is different for everyone. In the Lead UX Researcher role, we can confidently offer the following flexible working patterns:

- **Working remotely** from home or any other work location
- **Working flexible hours** - flexing the times when you work in the day to help you fit everything in and work when you are the most productive
- **Working 4 days a week** or reducing the time you work during the day
- **Working 3 days a week** - you can do this by working in a job share arrangement with a job share partner so the whole week is covered. When you apply for the role, we will do our best to find you a suitable partner if your application is successful.

Working with us
We want you to experience the freedom and autonomy to realise your potential, share your ideas and make them happen. We want you to feel supported and listened to by a team that celebrates individuality and independent thought, encourages different perspectives and embraces every background.

The Good Stuff
We have offices based in the heart of xxx. We have an outstanding benefits package, which includes:

- Bonus
- Healthcare
- 25 days holiday (with the option to purchase a further week)
- Pension scheme
- Childcare vouchers
- Life assurance

Oh, and there's fresh fruit daily

Our History
We began in xxx. Today, we're using digital technology to revolutionise the way we do business and strengthen our position at xxxxxxxxxx.

Join Us!
Do you want to join our digital revolution? Can you help deliver amazing things for our customers? Do you want to see your research turn into cutting-edge solutions? Come join us and grow with a team of people who will challenge and inspire you!

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.

The screenshot displays a user interface for 'The Role Mapper' with three main steps: 'Create a Job Description', 'Create a Job Advert', and 'Generate Assessment Template'. A 'Candidate Assessment Template' form is overlaid, showing fields for 'Candidate Name', 'Name of interviewer', 'Job Role', and 'Date/Time of interview'. It also includes a 'Scoring Description' table and a grid for assessment questions.

Score	Description
1	No evidence (not competent or experienced)
2	Some evidence (reasonable competence or experience)
3	Good evidence (significant competence or experience)

Question	Score
Understanding of market trends	
Ability to demonstrate that you can understand a customer and the complexities of different customers	
Ability to put the customer at the heart of everything you do	
Good at building relationships and stakeholder management	
Collaboration with others around the business	

The Role Mapper

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

Contact: sarahill@brightworksconsultancy.com