

Writing Inclusive Job Descriptions: Gender-Neutral Language Recommendations

Unconscious (implicit) gender bias in job descriptions and job postings can show up in the language used to describe the role and/or the qualities of the *ideal* candidate for the role. Listed below are some [commonly-used words](#) seen in job descriptions that have been identified as more *masculine* than others and have proven to be a deterrent to some qualified applicants, along with some *gender-neutral* alternative language you may want to consider. You may also find the [Gender Decoder tool](#) useful, which can highlight aspects of your job description that may have gendered language.

Attracting a diverse pool of applicants requires intention and awareness of the barriers and limitations that may impact certain groups more than others. Taking the appropriate steps to mitigate unintentional gender bias in job descriptions is a key factor in creating and maintaining more inclusive job descriptions.

Masculine Language	Gender-Neutral Alternatives
Strong	proficient, able, proven, exceptional, sound, steady, excellent, solid
Driven	passionate, inspired, energized, motivated, spirited, guided, fueled, oriented
Lead	manage, head, top person, manager, run, head up, manage, steer, grow, pioneer
Analysis	research, investigation, study, test, testing, research, data
Competitive	attractive, fair, results-oriented, enthusiastic, comparative
Individuals	people, team members, applicants
Decisions	choices, conclusions, judgments, moves, outcomes, steps, actions
Expert	professional, experienced, adept, skilled, trained
Objectives	priorities, targets, goals, aims, intentions, purposes
Principles	values, beliefs, rules, benefits, ideas, practices, morals, ideals, standards