THE RECRUITMENT IDEA TOOLKIT

Artemis Canada

Diverse Teams Build Better Products. Inclusive Teams Win.

We believe that successful tech companies are built on a foundation of belonging, where diversity, equity, and inclusion go far beyond recruiting. This toolkit empowers you to build and sustain inclusive teams by leveraging expert insights and practical strategies.

The Recruitment IDEA Toolkit provides best practices to integrate Inclusion, Diversity, Equity, and Accessibility principles into every stage of your hiring process.

Job Design: Crafting Inclusive Job Descriptions

Job descriptions play a key role in attracting diverse talent. The words you choose, the requirements you prioritize, and the messages you share through your company's branding all influence who applies.

Steps to create inclusive job descriptions:

- Audit your career page to ensure it reflects your commitment to diversity, equity and inclusion.
- Highlight employee resource groups, socially responsible initiatives, and employee testimonials.
- Emphasize holistic total rewards for mental health, caregivers, and parents to signal a supportive culture.
- Steer clear of gender-coded words (e.g., "assertive," "nurturing," "rock star") and personality traits traditionally associated with one gender
- Differentiate between essential ("must-have") and preferred ("nice-to-have") qualifications. This encourages candidates who may not meet every criterion, but are otherwise qualified
- Explicitly require experience leading diverse teams for managerial roles.
- Consider whether certain skills can be learned on the job and highlight transferable abilities rather than rigid experience requirements
- Recognize non-traditional experience, including volunteer work, community service, or non-traditional education, as valid demonstrations of ability
- Include a clear description of the interview process in the job posting.
- Make sure all postings meet accessibility standards.
- Clearly state the salary range to promote equity and attract a wider pool of candidates

Candidate Sourcing: Building a Diverse Talent Pipeline

Once you have crafted inclusive job descriptions, focus on reaching diverse candidates. Sourcing diverse talent requires intentionality and creativity.

Best practices for candidate sourcing:

- Analyze applicant demographics, pass-through rates, and team composition to identify gaps in representation.
- Review sourcing channels to ensure they are not inadvertently excluding certain groups.
- Post roles on job boards and forums that cater to equity deserving groups.
- Share referral templates with employees and encourage participation through challenges.
- Require diverse candidate pools and track progress.
- Welcome candidates with varied experiences, including those with employment gaps or non-traditional education.
- Partner with organizations serving equity deserving communities

Interview and Selection: Creating Equitable Experiences

Interviews are a chance to create a welcoming experience and ensure a fair selection process. A thoughtful approach helps eliminate bias and ensures candidates feel valued.

Inclusive interviewing tips:

- Include diverse perspectives on interview panels.
- Use structured interviews and consistent rubrics to evaluate candidates fairly.
- Explore candidates' experiences with diversity by asking questions like, "Can you share a time you collaborated with a diverse team?"
- Share the interview process in advance and offer accommodations.
- Implement bias training for recruiters and hiring managers to recognize and mitigate common biases.
- Review data to identify where equity deserving candidates drop out and adjust accordingly.
- Ensure the offer process is accessible to all candidates, providing materials in accessible formats and offering support for candidates with disabilities

Offers, Compensation, and Negotiation: Promoting Pay Equity

Compensation practices play a significant role in achieving equity. Transparent and fair offers help reduce wage disparities and build trust.

Steps for fair compensation:

- Research and define compensation ranges for each role, and share them in job descriptions.
- Analyze internal compensation data to ensure pay equity
- Discuss salary expectations early in the process to avoid surprises.
- Skip negotiation games and focus on offering the best package upfront.
- If base salaries are challenging, include a bonus and/or stock options to create an enticing offer
- Clearly outline inclusive benefits such as flexible work arrangements, floating holidays, paid parental leave, caregiving support, and gender-affirming healthcare
- Offer other perks and benefits that support diverse needs, including professional development, mental health resources, and wellness programs

Onboarding: Building Belonging from Day One

Onboarding is an opportunity to foster belonging and inclusion for new employees. A thoughtful process helps turn excitement into engagement.

Steps for effective onboarding:

- Communicate clearly what the onboarding plan includes and point of contacts before they start
- Send a personalized care package with essentials like a laptop and company swag
- Ensure all onboarding materials (handbooks, videos, training modules) are available in multiple formats
- Schedule one-on-one meetings to help the new hire connect with their team.
- Pair the new hire with a buddy to foster learning and connection.
- Provide clear information on benefits, employee groups, and resources.
- Create a checklist of goals for the first week, month, and quarter.
- Schedule regular check-ins (e.g., at 30, 60, and 90 days) to address questions, offer support, and reinforce inclusion and belonging

Final Thoughts

The Recruitment IDEA Toolkit is more than a resource, it's a call to action. By integrating DEI principles into every stage of recruitment, you're not just hiring diverse talent; you're building a culture of belonging where everyone thrives. Did we miss something? Let us know. Let's create better workplaces together.