Job Ads: Best Practice Cheat Sheet

Make sure your materials are not:

❌ Overly complex

❌ Text-heavy

❌ Jargon-heavy

❌ Causing visual overwhelm

Make sure your materials are not:

✔ Written in a sans serif font, in at least 12 point font

✔ Sufficient contrast between the font colour and background

✔ Compatible with screen readers and other assistive technologies

✔ Bullet-pointed, where possible.

✔ Include alt-text on images, if used.

Neurodivergent candidates will rarely feel motivated to apply to employers that they don't think will understand or value their difference. Post an access statement on your advert that clearly states that you encourage neurodivergent talent to apply. This signals to candidates that you consciously welcome applications from a range of thinking styles.

This can be as simple as:

Job Ad

we encourage people from all walks of life to apply for this role. If you have any access requirements during the application process, or require any of this information in a different format, please contact me@example.com