

Framework 9: Reviewing Marketing Collateral

OBJECTIVE

Remove bias from recruitment process.

KEY OUTCOME/USES

Marketing collateral that appeals to all genders equally.

WHY IT MATTERS

Program marketing collateral, and the channels through which it is shared, generally form a key part of the recruitment process to attract the right type of entrepreneurs. However, your culture and the value of your program may not always be clear to those outside of your organisation.

Explicitly calling out your commitment to gender diversity, equality and inclusion can act as a signal to encourage a more diverse pool of entrepreneurs to apply.

REFERENCE TO THE MAIN TOOLKIT

Marketing & Advertising

FRAMEWORK

Review images: ensure images of all genders and cultures are represented across your marketing and communications. Often, people are attracted to those that look like them because they identify with them. This is the notion of 'you can't be what you can't see'.

Stock images may not be representative of the entrepreneurs that you are trying to serve. Female applicants will be biased to seeking programs where women who are supported look like them.

Review language and copy: be explicit about your commitment to gender diversity, equality and inclusion.

Example wording:

- We encourage all men and women to apply (if other genders exist within your context, you can add it here too).
- Our organisation is committed to gender equality, diversity and inclusion. We offer dedicated facilities and support for young mothers.
- If you have any limitations that prevent you from applying, please give us a call to discuss. We want to create access for the best entrepreneurs and will do our best to cater for your challenges so you can participate.