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THE 50 – 30 CHALLENGE

YOUR DIVERSITY ADVANTAGE



Creating the Role

To be used by the hiring manager or HR to outline the specific responsibilities of a new position and the associated necessary qualifications. This will inform future areas of hiring, including the job posting, shortlisting guidelines and interview questions.

Template:

Position: Click or tap here to enter text.

The 3-5 major areas of responsibility: (think macro-level, i.e., the largest percentage of their workload, the most important job(s), and/or most time-consuming responsibilities)	Specific tasks the person hired might do daily in this role to fulfill the major responsibilities (think micro-level; may not have a task in every section if it's not a daily duty)
1.	
2.	
3.	
4.	
5.	

Skills & Qualifications:

Reviewing the table above, determine which skills, qualifications and/or qualities are essential to fulfill the responsibilities and major tasks. The alternatives column can be used to brainstorm alternative qualifications and/or experience that may work for the role. It can also be developed as applications are reviewed.

Must-Haves	Nice-to-Haves	Alternatives
IDEA-lens: familiar with intersectionality of identity, understands privilege and social location and is able to incorporate/convey this in their work and the		

Must-Haves	Nice-to-Haves	Alternatives
messaging of the organization.		

Bias check:

Language check:

Creating the Role - Example

Position: Manager of Communications at a not-for-profit organization

Areas of responsibility:	Specific tasks :
1. Create and oversee media and communication strategy, including branding and the development of educational materials, with an intersectional, anti-racist, anti-oppressive lens	Coordinate the social media officer's posting content, checking branding, accessibility, language and intersectionality of content
2. Produce and oversee external media communications in appropriate formats for identified audiences	Revise, edit and collect website copy to deliver to the web development team Review and approve the monthly newsletter, ensuring branding guidelines are followed and lanuage is appropriate and inclusive
3. Manage public relations for the organization	Respond to interview requests
4. Collaborate internally with departments and externally with new and existing community partners	Work with leadership and education team to finalize monthly reports Confer with manager of other departments to ensure communications team are meeting specific requestion, expectations and deliverables – follow up, if not
5. Manage resources and budget for the department	Approve expense claims

Skills & Qualifications:

Must-Haves	Nice-to-Haves	Alternatives
<p>IDEA-lens: familiar with intersectionality of identity, understands privilege and social location and is able to incorporate/convey this in their work and the messaging of the organization.</p> <p>Relationship-building: able to identify and reach different audiences on their team and within content creation. Works well with diverse and/or equity-denied identities; can liaise</p>	<p>Non-profit experience: prior experience in the non-profit sector to understand how they function, their limitations, etc.</p> <p>Legislative knowledge: a strength to be familiar with human rights, policy and advocacy. Passion to learn as an alternative.</p> <p>Creativity: should be creative enough to brainstorm ideas and recognize good ones, but will be overseeing a staff of</p>	<p>Education: may not have a communications background, but relevant work or volunteering experience could be considered.</p> <p>Management: can demonstrate people management experience that may not be directly related to past work experience.</p> <p>Alternative experience: will take alternative work,</p>

Must-Haves	Nice-to-Haves	Alternatives
<p>with new and existing community partners.</p> <p>Communication: able to clearly convey information through a variety of formats and to a varied audience while maintaining organizational brand.</p> <p>Project management skills: stays on top of multiple projects, anticipates obstacles, delegates, identifies and involves stakeholders appropriately, uses resources wisely.</p>	<p>creative content developers.</p> <p>Independent worker: ability to work without much oversight and still complete tasks on deadlines.</p>	<p>volunteer and/or lived experience into account.</p>

Bias check:

Language check: Contained “feminine-coded” words, which were replaced to make the wording neutral: “Interpersonal skills” was changed to “Relationship-building”; “connects” was changed to “works well with”.