

OUR APPROACH TO CHAMPIONING DIVERSITY AND INCLUSION IN TECH

At CWJobs, we take diversity and equality seriously. As a UK leader in tech recruitment, we always strive to help recruiters and hiring managers reach a diverse talent pool, foster a culture of inclusivity and inspire a wider candidate audience to join the tech industry. Here is how we help the tech recruitment community promote diversity and inclusion and create a positive outlook for our industry:

TAPPING INTO A WIDER TALENT POOL

Traditional hiring methods result in a variety of skilled candidates being overlooked during the recruitment process. Our innovative and intuitive products empower recruiters to reach a wide set of candidates, ensuring that recruiting is based on skills, experience and potential; what really matters.

✓ Tackling gender bias

The [Gender Bias Decoder](#) created by our sister brand Totaljobs helps recruiters identify gendered words in job descriptions and emails, to help have balanced copy in job ads and communications with candidates.

✓ Hiring for cultural add

Our **applicant management** system integrates with [Good&Co](#), a workplace culture platform that uses advanced psychometrics and big data to help recruiters make better, data-driven hiring decisions.

✓ AI-powered tech recruiting

Designed by our global team of data scientists and developed by real recruiter data, our **Instant Candidate Recommendations** algorithm suggests highly relevant and active candidates solely based on their skills and match to the role, decreasing time to hire and removing bias.

94% of monthly invites sent via **Instant Candidate Recommendations** result in visits to job ads. The tool's very high conversion rate proves that recommended candidates are an excellent match to the roles, effortlessly increasing a listing's exposure to suitable candidates.

We also offer **Programmatic Display Advertising**, enabling companies to increase diversity within the workplace by targeting defined groups of users. Our **Equality Boost** programmatic advertising solution allows employers to attract candidates from a variety of backgrounds and make meaningful change in their organisation through the people who apply for their roles.



WORKING WITH THE INDUSTRY

Our industry partnerships make us stronger and help us build on our efforts to create a more diverse and inclusive tech workforce.



We support Tech Talent Charter, whose aim is to deliver greater gender diversity in the UK's tech workforce, by sponsoring their [Annual Benchmarking Report](#) and also submitting our company diversity and inclusion data.



Working alongside techUK, the UK's leading technology membership organisation, we aim to develop new relationships and advocate for the good of tech workers, companies and the industry as a whole.

SPOTLIGHT: The state of gender diversity and inclusion in the UK tech industry

Tech Talent Charter's Annual Benchmarking Report 2019 highlights

24%

of roles across Tech Talent Charter's signatories are held by women, compared with the UK average of **16%** (BCS)

27%

of technical roles are held by women in companies that have both Returners and Retraining programmes

Seeing is believing – and believing drives action

Research in collaboration with Dr Sue Black OBE, reveals that role models are key in inspiring young women in STEM.

86%

of young women in tech see a role model as beneficial to their career and **74%** of women said they are inspired by role models of the same gender

Source: [CWJobs research, November 2019](#)

THOUGHTS AND FEELINGS OF THE UK'S FEMALE TECH WORKFORCE

- ✓ Women (**71%**) are slightly more likely than men (**65%**) to agree they would not accept a job with no flexibility ([CWJobs UK Tech Hubs, April 2020](#))
- ✓ **64%** of female tech workers are likely to relocate for work within the next 3 years, compared to **60%** of male tech workers ([CWJobs UK Tech Hubs, April 2020](#))
- ✓ **23%** of female tech professionals believe their salary will decrease in the next year, compared to **19%** of male tech workers ([CWJobs Confidence Index 2020, June 2020](#))

