

## Can you Be Gender Specific in your Job Ad's?



Source: Sunday Mail

**B**armaids, handymen and paperboys could soon be a thing of the past, with gender specific job titles to be quashed by The Equality and Human Rights Commission (EHRC).

The Sunday Mail reports that the EHRC has warned that business will be breaking the law if they try to hire someone based on their sex, age or nationality.

The new guidelines were published by the public body in response to more than 100 complaints about supposedly discriminatory adverts.

The commission specified that there were 'very limited circumstances' in which certain groups may be excluded, such as a leisure centre advertising women-only swimming to accommodate Muslim woman who may not wish to swim with men.

To avoid breaking the law, the EHRC has called on employers to avoid sex-specific terms such as a 'barmaid' or 'paperboy', and to use gender-neutral terms such as 'bartender' in their place.

It also warns that adverts that imply a particular age group, such as those that might call for someone who is 'mature' or a 'recent graduate', would breach the regulations.

Other examples of adverts that may break the law would be those who call for particular strengths, such as being tall, as this could be discriminatory against women (*and those of us that are not tall!!!*).