

## Sending a Positive Message

Our goal “to be a diverse workforce” as articulated in the Corporate Human Resource Plan must be supported by the messages contained in our job postings. In addition, the Employment Equity Policy has the following directive:

“Each job posting shall contain a statement that promotes a culture that values diversity and a welcoming message to encourage applications from members of the designated groups.”

The communication objectives or key messages we want to send are:

- Our goal is to be a diverse workforce that is representative of the people we serve;
- We are a welcoming workplace that has an Employment Equity Policy;
- Members of the designated groups are encouraged to apply.

The designated groups are: Aboriginal People, Persons with Disabilities, African Nova Scotians & other Racially Visible Persons and Women in occupations or positions where they are under represented.

The following statement is recommended to be included at the beginning of each job posting on Career Beacon. Departments or Offices may adapt this message for other forms of advertisement when cost is a factor but must ensure consistency with the underlying communication objectives.

The recommended statement is:

“Our goal is to be a diverse workforce that is representative, at all job levels, of the citizens we serve. The government of Nova Scotia has an Employment Equity Policy and we welcome applications from Aboriginal People, African Nova Scotians and Other Racially Visible Persons, Persons with Disabilities and Women in occupations or positions where they are under-represented. If you are a member of one of the equity groups you are encouraged to self-identify, on your application form, your covering letter or your resume.”

An example of a statement when cost is a consideration is:

“Our goal is to be a diverse workforce that is representative of the people we serve and we welcome application from members of the designated groups.”