

Avoiding jargon and technical language

Top tips on writing clear entry level job descriptions

This short information sheet provides additional support around removing jargon and technical language as part of our **Guide to making jobs accessible and attractive to all young people**

Why is this important?

When employers use jargon and technical language in their entry level job descriptions, this makes young people worry that they don't have special background knowledge that they'd need to be able to do a role, and this can put them off from applying.

What is jargon and technical language?

1. Any words, phrases and acronyms which are **specific to an industry** which only people working in this area understand, including technical terms and industry slang:

e.g. 'fulfilment service', 'metallurgy', 'CSCS card', 'CAD system', 'by handers', 'porting', 'subs'

2. Other more general work-related words, phrases and acronyms which are only **used in an employment context** so young people who have not heard them before will not understand them without an explanation

e.g. 'DBS', 'procurement', 'SLA', 'audit', 'CMS', 'mergers and acquisitions'

3. Sentences describing work tasks that are **written in an overly abstract way** that makes it hard to understand what a task will actually involve on a practical level

e.g. 'Query responses in adherence to SLAs and archiving conducted in accordance to file protocols'

'Operating within defined territories using a spread of stakeholder sources'

Backed by

City&Guilds Group

Top tips for making job description clear and easy to understand

- ✓ **Write out and explain acronyms** e.g. *'Using our CMS (content management system) which we use to manage the content on our website'*
- ✗ **Avoid niche operational acronyms** which are not necessary for describing what a job involves on a practical level e.g. *'SLA' – this can simply be explained as 'We have an agreement to deliver this service for our customers/colleagues'.*
- ✓ **Explain qualifications** e.g.

'You will gain the CILEX (Chartered Institute of Legal Executives) Level 2 qualification, which is the first step to becoming a paralegal'

'You will acquire your CSCS (Construction Skills Certification Scheme) Card which will give you the safety training needed to work on a construction site'
- ✓ **Ask the existing post holder to input into the job description** to provide a good overview of what a role involves on a day-to-day basis
- ✓ **Ask your existing young employees to review your job descriptions** to make sure they are clear
- ✗ **Avoid long, abstract sentences** e.g.

Example: *'Query responses in adherence to SLAs and archiving conducted in accordance to file protocols'*

Translation: As part of the role you will reply to customers' questions and record the details in our filing system.

- ✓ **Provide a 'jargon buster' section** e.g.

Explainer: This role will be based in the Procurement team. Procurement is the process of buying goods and services for the company. If you're good at budgeting and like comparing products and services to decide what to buy, you'll enjoy working in this area.

- ✓ **Provide links to other places where young people can find out more about a particular technical career** such as the National Careers Service website or your sector skills council website e.g.

'Want to find out more about careers in Financial Services? Visit the National Careers Service's information on this sector here.'