

Hiring age-positively

Getting started guide



 Centre for
Ageing Better

Age-friendly
Employer
Pledge



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To attract the best talent, make it difficult for biases to creep into your recruitment processes.

Many employers already try to make sure that people are not disadvantaged by characteristics such as gender or ethnicity. Survey data suggests they have not been as successful on age, with a third of over 50s feeling that their age works against them when looking for a job.



Where to start?

1

Look at your job ads. Our research shows that making job ads more appealing to older workers does not deter younger workers. So, avoid terms like ‘recent graduate’ and ‘tech-savvy’, and add a diversity statement that includes age-inclusivity.

2

Review your imagery. Make sure that career pages and recruitment tools include a diverse range of employees, and age-friendly imagery.



You could also...



Refresh application process to reduce age cues. For example, ask for ‘relevant work history’ as opposed to an entire working history. Use our [inclusive job ad tool](#) to help.



Revitalize interview processes to minimise age bias. For instance, ensure that interview panels have multiple people and are as diverse as possible.

You can find out more information on the Age-friendly Employer Action Framework [here](#).

For more in-depth information on hiring age-positively, download our [Good Recruitment for Older Workers \(GROW\) Guide](#) which includes our user-friendly recruitment tools.





Did you know?

- Recent analysis by the Organisation for Economic Co-operation and Development (OECD) shows that a firm with a 10% higher share of workers aged 50 and over is 1.1% more productive.
- 8 in 10 employers (79%) in England state that older workers could help in knowledge and skill sharing.

36%

More than a third (36%) of 50–70 year olds say they feel at a disadvantage when applying for jobs due to their age.

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Success stories

RivelinCo

“To help ensure we recruit from all age groups, we don’t just rely on digital alone. We also advertise vacancies on community noticeboards at supermarkets, the library and in the local park, and share call-outs with other charities and organisations we collaborate with. We have found that some staff members weren’t necessarily actively looking for a new job, but decided to apply anyway when they saw the vacancy and it was clear it could be for them.

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“We make ourselves available for informal chats about the role, which we are regularly taken up on when we advertise. In the last recruitment drive for Arts Support Workers, almost 50% of people who got through to interview stage had arranged an informal chat in advance. It gives candidates the chance to check on the flexibility of the job, and that’s particularly relevant for semi-retired people who may be wary of over-committing themselves.”

Linda Bloomfield, Director

Read the full story [here](#).

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Have you signed up to the
Age-friendly Employer Pledge?
Show you recognise the value
of older workers.

