

Advertising Jobs - Answers

Exercise: Consider the following phrases which could be used in job advertisements, and comment on their suitability.

1. Wanted - cool and good-looking people to work in our cool and good-looking stores.

Under the Equalities Act 2010 could be seen as disability discrimination, and age discrimination

2. Female carer required to provide personal care to elderly lady in her own home

Acceptable as genuine occupational requirement

3. Our international office urgently requires a German accounts manager to manage our German clients' accounts

Under the Equalities Act 2010 could be seen as race discrimination. Should advertise for German speaker

4. Barman required to work 4 evenings per week in busy city pub.

Under the Equalities Act 2010 could be seen as sex discrimination

5. Successful applicants will be required to wear hats

Under the Equalities Act 2010 could be seen as indirect discrimination against certain religious groups – unless there is a justifiable reason eg on Health and Safety grounds

6. Asian serving staff required to work in high-class Indian restaurant

Genuine occupational qualification

7. Auditors required. Only mature and experienced people need apply.

Under the Equalities Act 2010 could be seen as age discrimination

8. Delivery van driver required. Must be over 25

Acceptable if a genuine business case could be made on economic grounds regarding insurance costs

9. Applicants must be physically fit

Could be seen as discriminatory – better to state more specifically what activities are involved in the job eg required to lift weights of xxx or stack high shelves