

# Approve clear and fair job advertisements

A specific internally reviewed advert with justified role requirements, a clear pay basis, a usable application route and recorded approval.

Working pack · Editable edition

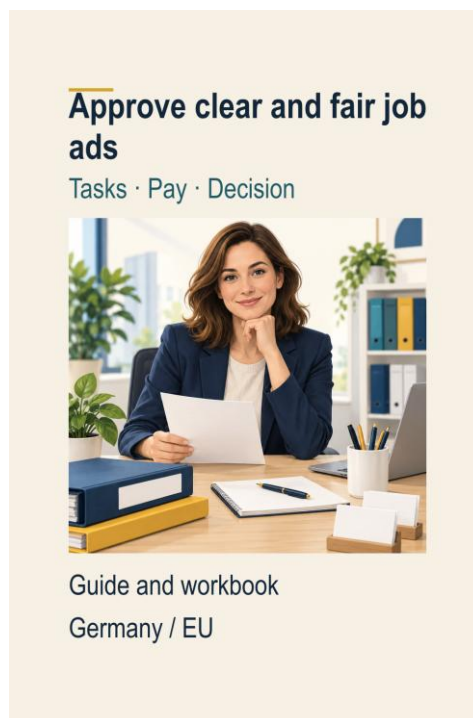


Figure 1 · Cover illustration; supplementary illustration. Use the guide and completed cards for the full detail.

## Start here · Approve clear and fair job advertisements

### Open the files

Extract the complete ZIP into its own folder first. In the top-level folder, open `stellenanzeigen-guide-en.pdf` for the guide and `stellenanzeigen-workbook-en.pdf` for the separate workbook. The matching DOCX files are editable. `stellenanzeigen-full-en.pdf` also combines all cases, exercises, sources and licence information in one document. Further editable templates are in `editable/en/`; Markdown and CSV working files are in `package/en/`. The German edition is included too.

Edition 1.0 · 19 September 2026 · Germany/EU

For hiring managers, HR owners and business leaders who need to align role criteria, remuneration and the application route for one vacancy.

**What you will produce:** A specific internally reviewed advert with justified role requirements, a clear pay basis, a usable application route and recorded approval.

### In three steps

- Read `GUIDE_EN.md` and choose one case.
- Copy `WORKBOOK_EN.md` or import `WORKBOOK_EN.csv` as UTF-8; read the field instructions before entering data.
- Have a second person assess the evidence and record decision, limits and next steps.

### Included files

- `GUIDE_EN.md`: detailed method and card instructions.
- `WORKBOOK_EN.md` and `WORKBOOK_EN.csv`: 8 editable cards with stable IDs.
- `CASES_EN.md` and `CASES_EN.csv`: two fully completed fictional cases.
- `TEAM_EXERCISE_EN.md`: team assignment and worked solution.
- `SOURCES_EN.md`: primary sources with retrieval dates.
- `LICENSE_EN.md`: purchaser internal-use licence.
- `VERSION_HISTORY.md`: version history and updates.

This working pack supports a documented business decision. It does not replace advice on an individual case and does not certify legal compliance or conformity. The English edition has the same Germany/EU scope; it is not localised for other jurisdictions.

## Guide and workbook from role requirements to a reviewed advert

Edition 1.0 · 19 September 2026 · Germany/EU

For hiring managers, HR owners and business leaders who need to align role criteria, remuneration and the application route for one vacancy.

**Your result:** A specific internally reviewed advert with justified role requirements, a clear pay basis, a usable application route and recorded approval.

This working pack supports a documented business decision. It does not replace advice on an individual case and does not certify legal compliance or conformity. The English edition has the same Germany/EU scope; it is not localised for other jurisdictions.

### Your task: build one advert from a traceable brief

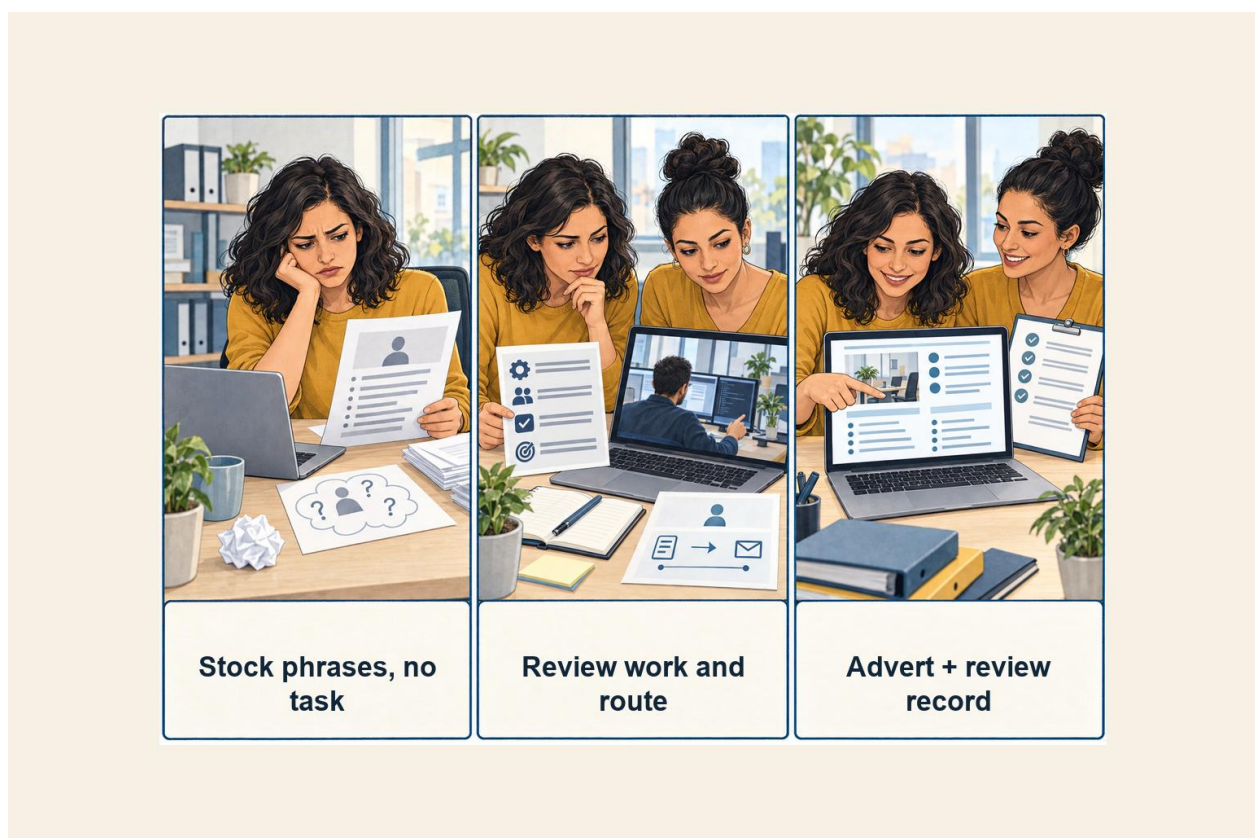


Figure 2 · From real work to a justified advert

Start with a vacancy, not a library of supposedly legally safe phrases. Describe the work, expected outcomes and actual working conditions. Derive criteria from those facts before writing the advert.

The guide takes you through eight cards. The result is a readable complete advert and a decision record explaining why criteria were retained or removed. Adding “all genders” to a title does not replace reviewing the body. An inclusive advert can also be undermined by an unnecessarily excluding application form, so assess the application route too.

## Verified German law, EU directive and internal standard

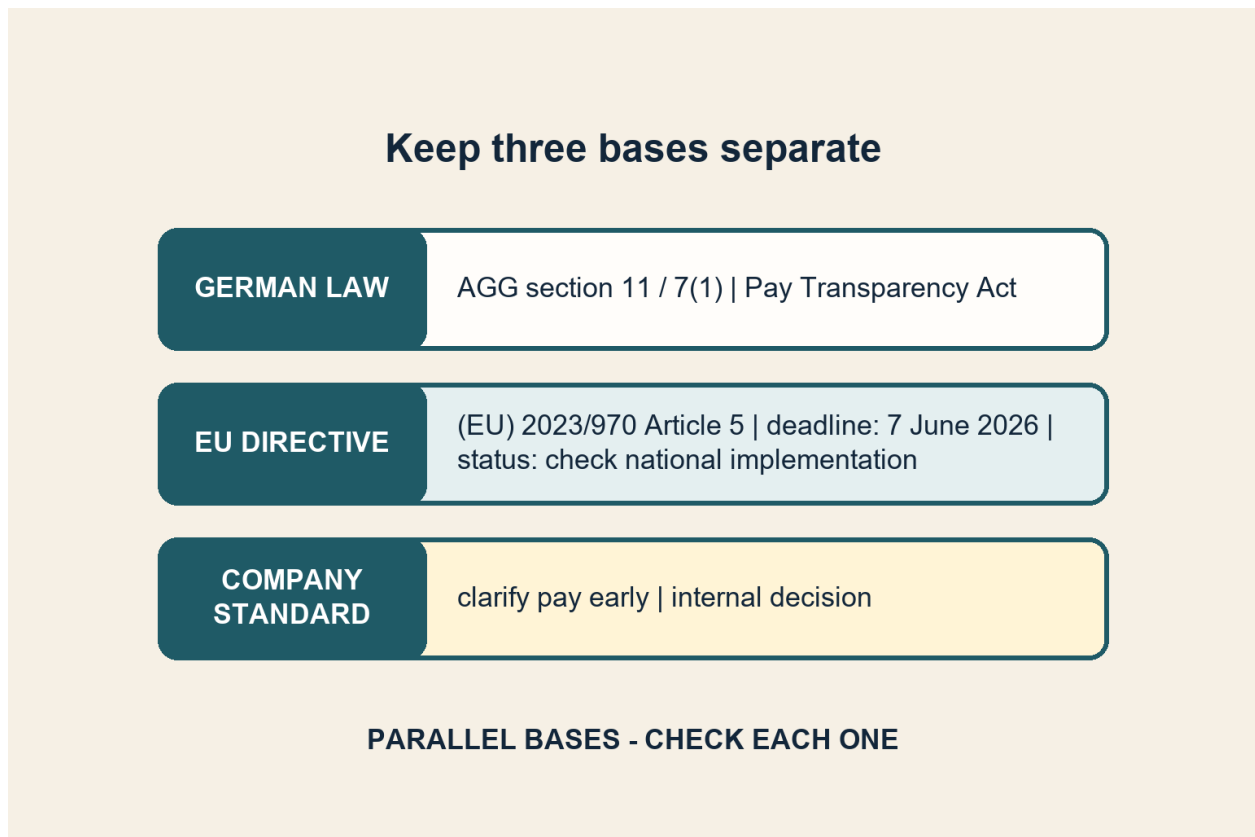


Figure 3 · Keep three bases separate

Section 11 AGG links job advertisements to the prohibition of discrimination in section 7(1). The existing German Pay Transparency Act is another national source. This edition does not claim a general German obligation to publish a salary range in every advert. [S1, S2]

Article 5 of Directive (EU) 2023/970 addresses initial pay or its range, objective gender-neutral criteria and information before the interview, for example in the advert or by another route. This does not mean “a range must appear in every advert”. Article 34 sets 7 June 2026 as the transposition deadline. Before making a case-specific legal decision, check published national provisions and their commencement for the concrete German implementation; this edition does not conclusively verify that national implementation position. [S3]

This pack chooses an internal quality standard: clarify pay early, communicate it intelligibly, do not ask about previous pay and connect criteria to actual work. Identify that as an organisational decision. Do not present a directive indiscriminately as a directly applicable obligation on a private employer.

## Derive useful criteria from tasks

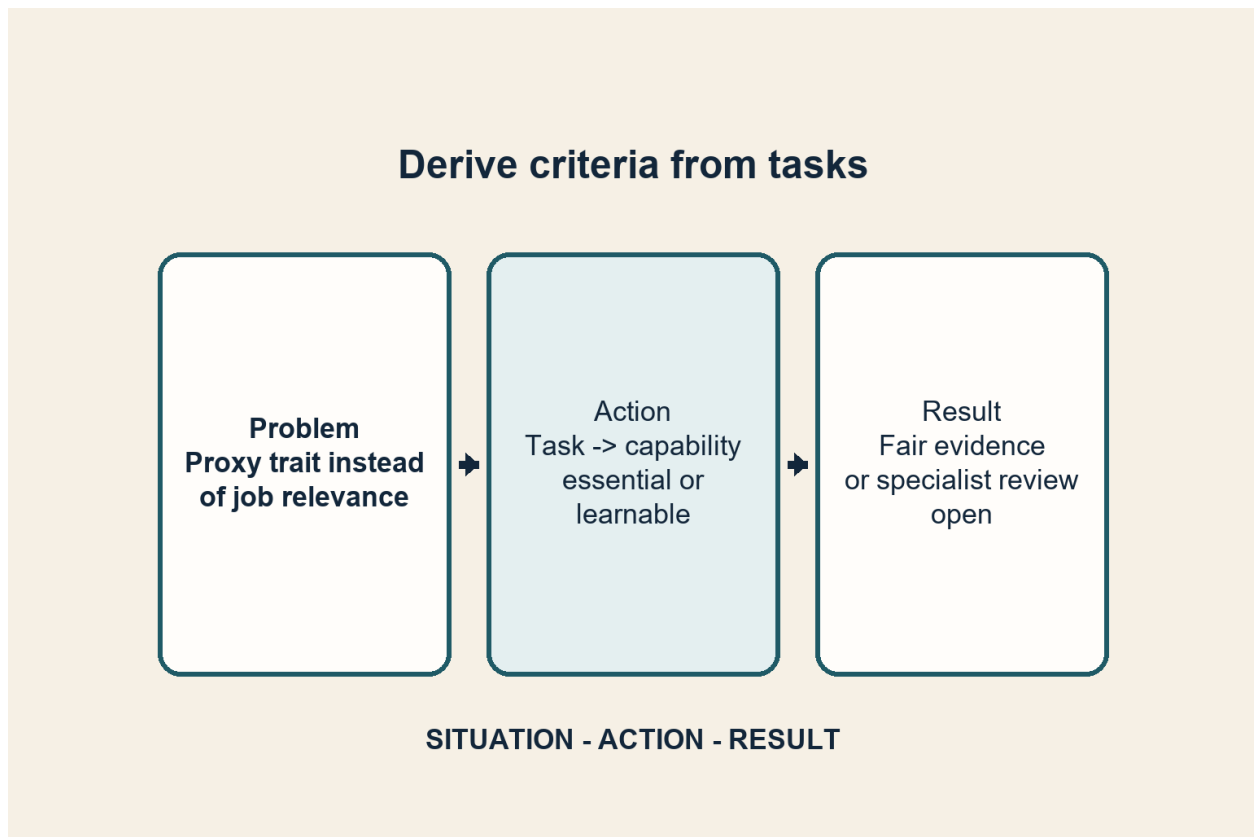


Figure 4 · Derive criteria from tasks

Separate essential criteria from skills that can be learned after joining. Each essential criterion needs a concrete task and a fair means of assessing the relevant ability. “Resilient” says little about the situation. “Prioritise three simultaneous service requests using our criteria” describes work. A qualification can be relevant; consider whether equivalent experience establishes the same capability.

Check unnecessary proxies: “young” does not describe performance; “native speaker” can imply an origin requirement where a particular language skill is sufficient. An actual need to conduct understandable customer conversations can be described precisely. A thesaurus cannot determine whether a particular requirement is legally justified. If in doubt, leave it unresolved until competent review.

## Make remuneration understandable

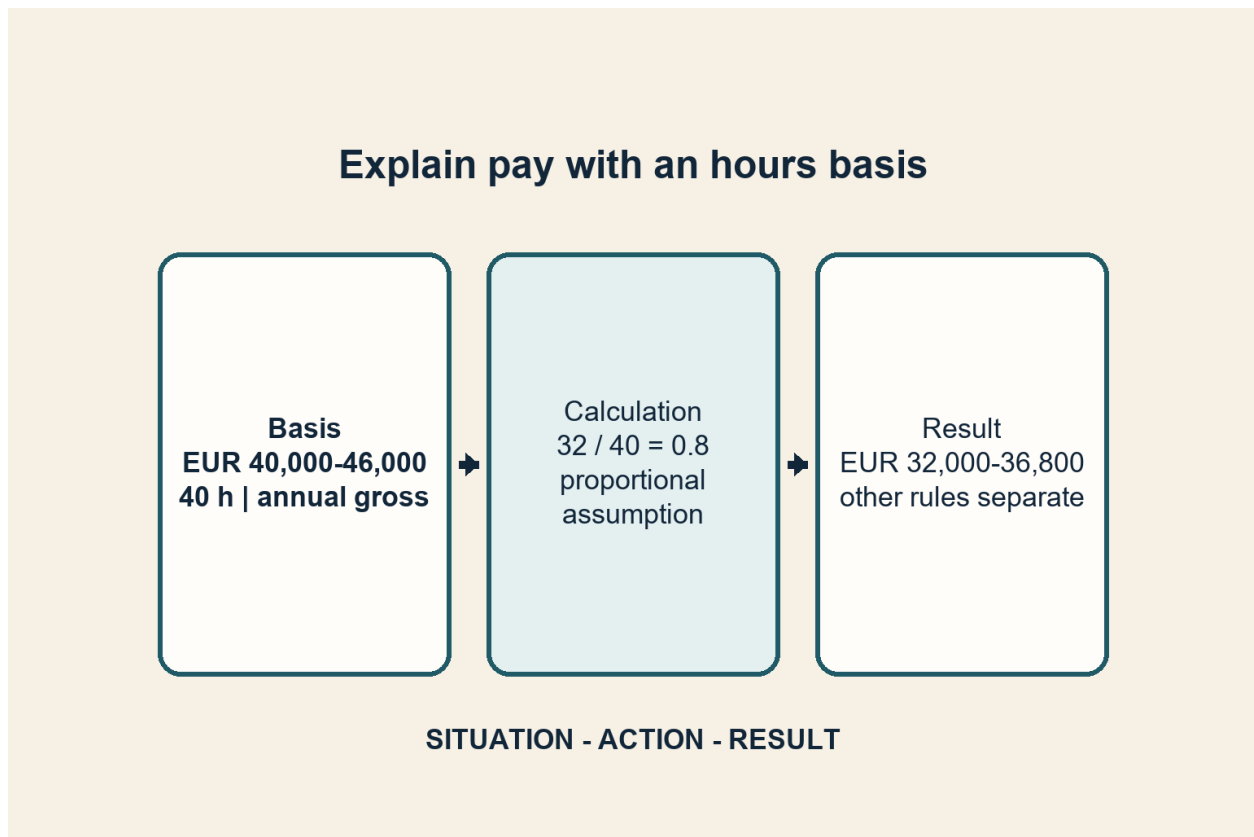


Figure 5 · Explain pay with an hours basis

State currency, gross amount, period, weekly hours and the relationship between fixed and variable components. An annual figure without an hours basis can mislead part-time applicants. Check both endpoints against the approved budget and intended objective placement criteria. An unexplained very wide range offers little guidance.

Calculation example: annual gross pay of EUR 40,000–46,000 at 40 hours a week becomes EUR 32,000–36,800 at 32 hours under a simple proportional calculation. This is the example’s assumption, not a universal pay rule. Collective agreements, supplements, variable compensation and different contractual provisions require separate assessment in the real case.

## Publication is a controlled handover

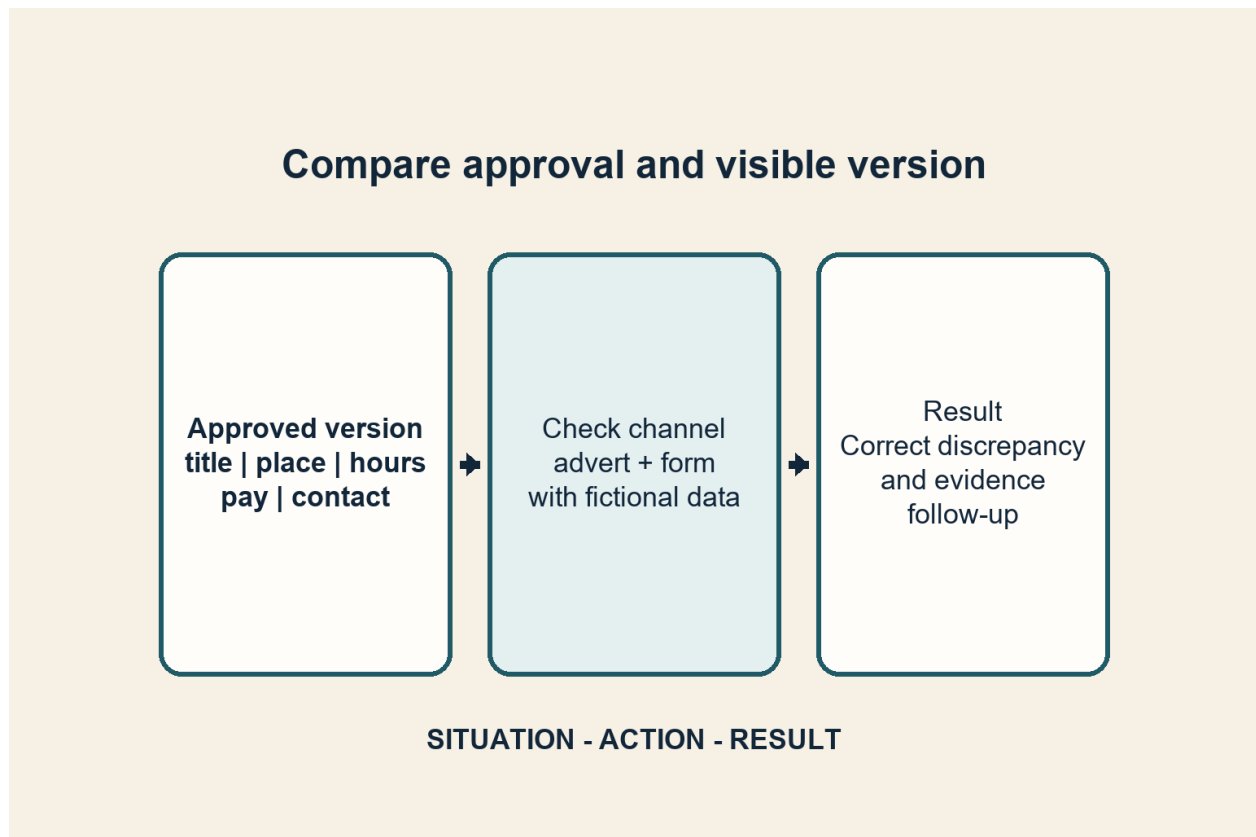


Figure 6 · Compare approval and visible version

Review the actual platform view, not just a text file. Job boards may truncate lines, add categories or use a different form. Compare title, location, hours, pay and contact details across channels. Preserve the approved file separately from the published view. Correct any platform discrepancy and document the follow-up.