

BRABBLE

AI summary



Easy apply



The AI-Ready Job Ads Toolkit

Using AI to improve clarity, inclusion,
and candidate quality in arts and
culture recruitment



There's now a pretty clear pattern emerging: generative AI isn't just tweaking job search — it's completely reshaping candidate behaviour, application volume, and expectations. As a result, organisations are now being forced to rethink how they present their brand as an employer, and how job ads are written, discovered, and, ultimately, trusted.

Recruitment is changing faster than most organisations realise. The candidates who pore over a job ad reading slowly word-for-word and applying selectively are becoming an increasingly rare breed. Instead, we're seeing more and more candidates using AI tools to:

- Search for opportunities
- Interpret role requirements
- Tailor applications
- And apply for roles at scale

That shift is already affecting how jobs are discovered, understood, and evaluated — including in arts, culture, and heritage organisations.

But while much of the conversation around AI within the creative industries has focused on creative practice, ethics, and workforce disruption, far less attention has been paid to what this means for the way arts businesses are run, and what it might mean for their people practices.

This matters because many organisations are now experiencing:

- Higher application volumes
- Lower relevance in candidate matching
- Strong candidates dropping out early
- And growing concerns around inclusion and accessibility

This, in addition to the already existing challenges in workforce skills gaps and creating genuinely diverse talent pipelines is adding further pressure on arts organisations' recruitment resources — especially for those who don't have dedicated HR and People teams.

In many cases, the issue isn't the role itself. It's that job ads and recruitment processes were designed for a different hiring environment, and that environment no longer exists.

What this guide is for

This toolkit is designed to help arts, culture, and heritage organisations adapt to that shift in practical, accessible ways.

Inside, you'll find:

- **A simple framework to make your job ads more appealing** to prospective candidates, whether you're using AI tools or not
- **AI prompts you can use** to sharpen your ad copy immediately
- **An example AI policy statement** you can copy for your recruitment pages

The goal here is not to automate recruitment at the expense of human judgment, or even to try and make your recruitment process completely “AI-proof”. The goal is the same as it's always been: to make sure that the arts, culture and creative industries continue to attract (and keep) the best candidates from the broadest backgrounds.

If anything, rather than replacing people, the emergence of AI has reinforced the value of what makes humans, human. Our hope is that this simple guide will help you and your teams to communicate roles more clearly, widen access to opportunity, and improve the quality of candidate matching in an increasingly (and perhaps, unceasingly), AI-influenced job market.

Want help to make your recruitment process more inclusive? Feel free to [book in a call with us.](#)

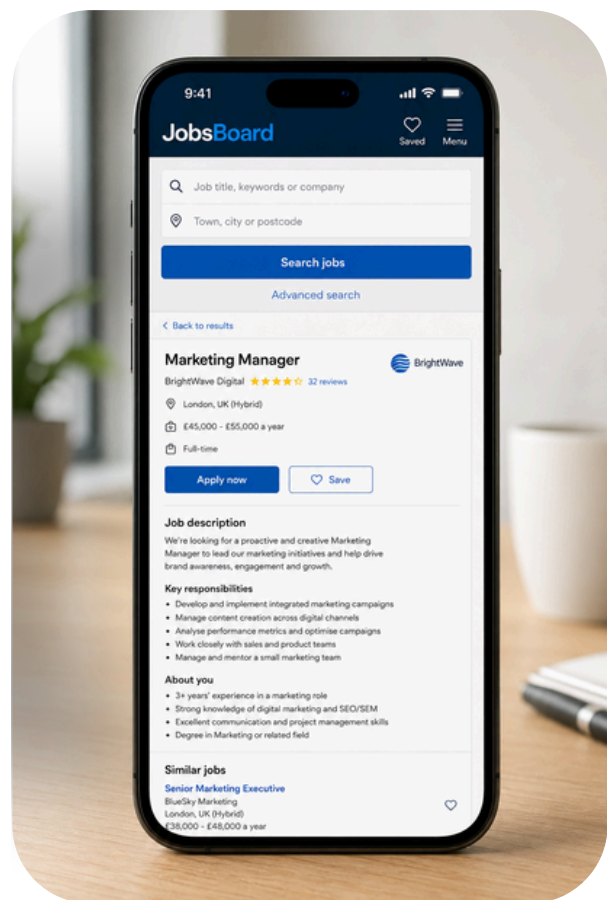
1. Writing your job ads

Before you even think about touching an AI tool, it's really important to make sure that your job advert will appeal to (and convert) as many high-quality prospective candidates as possible.

One of the biggest issues with most job adverts is the use of vague language, and this is particularly the case in the arts and culture sector which is especially rife with verbose, lofty-sounding superlatives that sound impressive, but don't really offer much meaning. (Does anyone *really* know what "a dynamic self-starter" is?)

Where job ads (usually) go wrong

Candidates want to be able to discern as quickly as possible whether or not a vacancy is going to be right for them before investing time and energy into applying, which is part of the reason more candidates are beginning to let AI tools do the matching and applying on their behalf. If your ad can't be understood quickly by a person, chances are that it won't be understood by AI either, or AI will falsify understanding by simply mirroring the language you use.



When writing job ads, there are six core principles you need to think about:

#1

Team needs, not titles

In order for candidates (or their AI tools!) to make a decision about applying for a role, they need to be able to understand what the role is. As obvious as this sounds, most job ads are littered with complex, insider-only language that can make it difficult to understand a role. One of the best ways to help candidates quickly understand the purpose of a role is to think about the problem or need that it solves. Doing this will also prevent you from simply recycling a previous job description for the same job title, as you'll be forced to look at the role from your current context.



#2

Focus on outcomes, not duties

For organisations with leaner teams especially, there's often a temptation to list every possible task that a candidate might need to perform, even if it's not core to the role. Instead of thinking about what tasks a candidate might do, focus on what success in the role would look like, and how it will be measured.



#3

Replace generic for specific

Generic phrases such as "excellent communicator," "team player," "passionate about arts" are the easiest things for an AI tool to write convincingly, mainly because it can't be tested.



#4

Test for testability

Every requirement within your job ad should have a paired interview question / task / other form of assessment ready. If you can't think of how to probe it in conversation, or ways the candidate can evidence it beyond basic reassertion, cut it from the ad.



#5

Invite honest difficulty

If asking candidates to supply cover letters, or answer screening questions as part of the application, include question which focus on examples of failure, tension, and pushback, and not just success. AI optimises for positive framing; real experience includes what went wrong and lessons learned from it.



#6

Be transparent about AI

The key thing here is to tell candidates if / how your organisation might use AI within your recruitment process and what you expect from candidates if they are making use of AI tools. Remember that recruitment is a mirror of your organisational culture, so any policies you put in place around AI use should also reflect that culture.

Over the next couple of pages, you'll find specific examples of job ads, demonstrating how to apply these principles in practice.

Job Ad Example 1

(How most job ads are written)

Community Engagement Manager Midlands Contemporary Arts Centre · Full-time · £32,000–£36,000

About the role

We are looking for an experienced and motivated Community Engagement Manager to join our dynamic team. The successful candidate will be responsible for developing and implementing community engagement strategies to increase audience participation and drive footfall to our venue.

Motivated...towards what?

Key responsibilities

- Develop and implement a community engagement strategy
- Build and maintain relationships with community stakeholders
- Manage a small team of engagement officers
- Work collaboratively across departments to deliver organisational goals
- Produce reports and evaluate programme impact
- Represent the organisation at external events

How much footfall are you looking for?

How small is a "small" team? Are we talking two people, or 12?

Which departments? What goals?

Person specification — essential

- Excellent communication and interpersonal skills
- Strong organisational and project management abilities
- Experience of working in community engagement or a related field
- Ability to work independently and as part of a team
- A passion for the arts and culture
- Degree or equivalent experience in arts, humanities or related discipline

How can I demonstrate this to you?

Desirable

- Experience of managing budgets
- Knowledge of the Midlands cultural landscape

How big of a budget are we talking? Does my own monthly budget count?

Sure thing - just let me ask ChatGPT about it...

Job Ad Example 2

(How very few job ads are written)

Community Engagement Manager Midlands Contemporary Arts Centre · Full-time · £32,000– £36,000

What you'll actually do

By the end of your first year, you'll have rebuilt our relationship with three communities we've struggled to reach — particularly young people in Handsworth and Smethwick — and you'll have at least one co-created programme in production. You'll manage two engagement officers, hold a modest project budget, and report quarterly to our board.

What success looks like

- You've mapped and met with at least 15 community organisations we don't currently work with, and turned three of those into active partnerships
- A new participatory programme you've shaped with community co-designers is in delivery
- Your team feel supported, have clear goals, and their work is visible across the organisation
- You've made a genuine case — with evidence — for why our programme is or isn't landing with specific communities

What we need from you

- You know the West Midlands — its communities, its tensions, its cultural fabric. Not from a brief, but from having worked or lived here
- You've navigated the gap between institutional arts organisations and communities that have good reason to distrust them — and you can tell us honestly what that's been like
- You've built something with a community, not just for them — and you can describe what you did differently because of what they told you
- You manage people in a way that develops them, not just delivers through them
- You'll tell us when our assumptions are wrong

Our use of AI in this process

We use an applicant tracking system to manage applications. All shortlisting is done by our team — no automated scoring. You're welcome to use AI to help you draft and edit, but your voice, your knowledge, and your specific experience need to come through. We'll be asking about everything you tell us.

Immediately understandable summary of the role's purpose without risks of vague or gendered language

Specific, measurable outputs - candidates know exactly what is expected of this role

Required knowledge of the West Midlands is lived, not merely researched

Potential challenges and tensions have been surfaced

Clear expectations and transparency around AI use

2. Enhancing your ads with AI

If your organisation is making use of AI tools, then you may want to consider how you can use these to increase the clarity and attractiveness of your job ads. Used correctly, AI can enhance the conversion of your ads by screening for language which may cause candidates to count themselves out of the process despite being highly qualified. However, not all automation systems are built equally, so the use of AI tools does still require some careful consideration.

The key when using any AI tools in your recruitment process is to make sure that your tools aren't inadvertently reinforcing current biases. Because of the way in which generative AI tools operate, they don't just draw from existing datasets - they *learn* from them. If the makeup of your current teams and workforce don't reflect the diversity that you're aiming for, building an algorithm or automation system which reflects your current situation isn't the wisest thing!

Amazon Web Services - A Lesson Learned

In 2014, Amazon Web Services developed an AI tool to support them with their recruitment. By 2017, they had to abandon it after realising that the algorithm underpinning the system was systematically discriminating against women. This was because:

- The algorithm had been trained on CVs submitted to Amazon over a 10-year period, and because the tech industry is male-dominated, the vast majority of these past CVs came from men.
- The AI "learned" that male candidates were preferable, so downgraded CVs that included the word "women's" (e.g. "women's chess club") and penalised graduates from all-women's colleges.
- It also learned to favour more aggressive action verbs predominantly found on male engineers' resumes, such as "executed" and "captured".

The prompts below have been deliberately designed for use with a range of AI tools and can be copied and pasted straight in to your chosen LLM, however we recommend tweaking them for your specific context where needed.

Prompt 1: Diagnose any issues with the job ad

You are an expert in recruitment and inclusive hiring.

Review the following job ad and give structured feedback:

1. What is unclear or vague?
2. Where are responsibilities not defined as outcomes?
3. What requirements may be unnecessary or overly broad?
4. What might discourage strong but non-traditional candidates from applying?
5. How well would this perform in an AI-driven job search environment?

Be specific and practical.

Here is the job ad:

[PASTE TEXT]

Prompt 2: Rewrite the ad for greater clarity and impact

Rewrite this job ad to improve clarity, inclusivity, and effectiveness in an AI-driven job market.

Requirements:

- Define what success looks like in the first 6–12 months
- Replace vague responsibilities with specific outcomes
- Reduce unnecessary or generic requirements
- Use clear, accessible language (avoid jargon)
- Keep it appropriate for an arts / culture / heritage organisation

Structure the output as:

1. About the role (short summary)
2. In your first 6–12 months, you will:
3. You'll be responsible for:
4. This role is a good fit if you:
5. Useful but not essential:

Here is the job ad:

[PASTE TEXT]

Prompt 3: Inclusion & Bias Check

Review this job ad for potential inclusion and bias issues.

Identify:

- Language that may discourage underrepresented candidates
- Requirements that are not essential but may exclude people
- Any reliance on "insider" knowledge or sector-specific assumptions
- Whether the role is accessible to candidates from different backgrounds

Suggest specific improvements.

Here is the job ad:

[PASTE TEXT]

Prompt 4: AI Matching Test

Act as an AI job-matching system.

Based on this job ad:

- What types of candidates are most likely to be matched?
- What strong candidates might be missed?
- What keywords or signals are unclear or missing?

Be honest and specific.

Here is the job ad:

[PASTE TEXT]

3. Setting expectations around AI in applications

Whilst precise statistics on AI usage in job applications vary across sectors and platforms, it is clear that many candidates are using AI tools to support their applications, and this usage has increased over the last few years as AI tools have become more commonly available. At the same time, we're also seeing that AI tools are becoming more powerful and sophisticated in their abilities - a trend set to increase as we move from generative AI towards agentic AI.

And yet, despite candidates' own usage of AI within their applications, there is also evidence to show that candidates lack confidence and trust in organisations making use of AI for application screening. A 2025 survey carried out by [Gartner](#) found that 32% of candidates were concerned about AI potentially failing their applications, and 25% said they trust employers less if they are using AI to evaluate their information.

This shows that there is a need to restore trust in the candidate-employer relationship when it comes to the use of AI, and the best way to do that is by ensuring transparency around AI usage on both sides.

A Gartner survey of 3,290 job candidates found that four in 10 candidates (39%) said they used AI during the application process.

Those who leveraged the technology did so to:

- Generate text for their résumé / CV (54%)
- Generate text for a cover letter (50%)
- Generate text for a writing sample (36%)
- Generate text for answers to questions on an assessment (29%)

On the following page, you'll find an example of an AI policy statement that you can copy and adapt to reflect your current usage of AI within job applications, and set expectations for candidates' usage.

Your AI policy can be much simpler than this - the main thing is to ensure that you are transparent about your organisation's use as well as setting boundaries around candidates' use.

Our approach to AI in this recruitment process

What we do:

We use [describe specifically — e.g., "an applicant tracking system to manage applications" / "AI-assisted tools to help us schedule interviews and acknowledge receipt of your application"]. All shortlisting and selection decisions are made by members of our team. No automated system will determine whether your application progresses. [If relevant: "We do not use AI to score or rank applications."]

What we ask of you:

We want to hear your own voice in your application. [Organisation name]'s work is rooted in authentic human connection and creative expression — and that's what we're looking for in how people apply too. You're welcome to use AI tools to help you research us, structure your thoughts, or check your writing. But we ask that the views, experiences, and motivations you describe are genuinely yours — because we'll be exploring them in conversation with you. If your application materials and interview feel like they come from different people, that's a concern for us.

Your data:

Your application information will be [stored in / processed by] [system name]. You can find our full privacy notice at [link]. You have the right to request human review of any decision about your application. Contact [name/email] if you have any questions about this or need adjustments to our process.



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