

## Personalsuche, aber rechtlich richtig!

Nicht nur Personalsuche ist schwierig, auch die korrekte Formulierung der Stellenausschreibung. Im ersten Teil der Serie fasst die erfahrene HR-Expertin Anna Kraft das Gleichbehandlungsgesetz zusammen.



Die Personalsuche muss im Text der Anzeige rechtlich korrekt formuliert werden. © Eric Prouzet / Unsplash

DYfgcbU`gi WX Y`a ]h`[ YgYhn`]WX `f]WX h][ Ya  
HYI h

9g`[ ]Vh`Y]bY`J ]Y`nU\ ``[ YgYhn`]WX Yf`i bX`\_c``Y\_h]j j YfhfU[ `]WX Yf  
6Ygh]a a i b[ Ybž`X]Y`VY]a `9]bghY`Yb`j cb`bYi Ya `DYfgcbU`ni  
VY\U\hYb`g]bX`b[X]YgYa ` ; YgYhnYgXgWX i b[ Y` `X]Y`I VYfg]WX h`ni  
VY\U\hYbž`Ubb`g]WX `U`g`gY\ f`nY]h]b\hYb g]j Y`i bX`Ui WX`\_cghgd]Y`][ Y  
5i Z[ UVY`Yfk Y]gYb`I bX`Ui WX`gWX cb`bi f`XYf`\_`Y]bghY` ; Y\`Yf`\_Ubb  
gY\ f`gWX bY`\_cghYb]b\hYb g]j Y`bUWX hY`][ Y`5i gk ]f\_i b[ Yb`Ui Z`XYb  
gi WX YbXYb`5fVY]h[ YVYf`UVY`8Ua ]h`XUg`b]WX h`dUgg]Yfhž`[ `h`Ygž

Y]b][ Yg'ni 'VYUW hYb" 8 Yf'; YgYhnYghYI h' \ ]Yfni ']gh'i a ZUb[ fY]W " 8 U\Yf'VYgW UZh][ h'g]W 'X]YgYf'YfghY 'HY] 'XYf'5fh]\_Y'!GYf]Y'i a 'XUg'; 'Y]W VY\UbX'i b[ g[ YgYhn'VY]GhY''YbUi ggW fY]Vi b[ Yb'i bX XYfYb'6YgYhni b[ "

8 ]g\_f]a ]b]Yfi b[ gj YfVchY 'VYUW hYb

8 Ug'; 'Y]W VY\UbX'i b[ g[ YgYhn'g]Y\h'Zc`[ YbXY 8 ]g\_f]a ]b]Yfi b[ gj YfVchY 'j cf. ' ; YgW 'YW h'Yh'b]gW Y Ni [ Y\cf][ \_Y]h'F Y][ ]cbž'K Y'hUbgbW Ui i b[ ž'5'hYf'i bX'gYI i Y''Y Cf]Ybh]Yfi b[ "Ni gUhni'W fY [ Y'h'XUg 6Y\]bXYfhYb[ 'Y]W gY''i b[ g[ YgYhn'Ui W b'bcW 'Y]b 8 ]g\_f]a ]b]Yfi b[ gj YfVch'k Y[ Yb 'Y]bYf'6Y\]bXYfi b[ "<]Yf' ]gh'ni VYUW hYbž'XUgg'XYf'; fUX'XYf'6Y\]bXYfi b[ 'ffY'Yj Ubh]gh'X]Yg'[ ]h Ui W 'VY]bYf'6Y\]bXYfi b[ 'i bhYf') \$'DfcnYbh'8Ug'VYXYi hYh k ]YXYfi a ž'XUgg'b]Ya UbX'Ui Z[ fi bX'XYf'cVYb'Ub[ YZ \ fhYb 8 ]g\_f]a ]b]Yfi b[ gj YfVchY 'i ba ]hhY'VUf'cXYf'a ]hhY'VUf'X]g\_f]a ]b]Yfh k YfXYb'XUfž'Ui W 'b]W h'VY]XYf'; YghgYhni b[ 'XYg'9bh[ Y'hg'gck ]Y VY]XYf'6Y[ fi bXi b[ 'XYg'5fVY]hjgj Yf\U'hb]ggYg"

GhY''Yb ]b gYfUhž'K cfgh'7UgY

K Ug'VYXYi hYh'XUg'Yhnh3'8Ug'VYXYi hYh'XUgg'[ fi bXgUhni'W 5@@9 GhY''YbUi ggW fY]Vi b[ Ybž'5i gk U\ 'j YfZU\ fYb'i bX GhY''YbVYgYhni b[ Yb 'X]g\_f]a ]b]Yfi b[ gZfY]gY]b'a i ggYb'' ; Ygi W h ?fUZh][ Yf'a Ubb']W Yf'<]ZgUfVY]hYf'Z f: 'Y]gW YfY]VYhf]YV'a ]h Ui g[ YnY]W bYhYb'8Yi hgW \_Ybbhb]ggYbž'<cW ghU'hYf' + 'J\ fY" K Ug' ]gh' \ ]Yf'ZU'gW 3'<]YfVY] \ UbXY'hYg'g]W i a 'Y]b'a Y\ fZUW X]g\_f]a ]b]YfYbXYg'6Y]gd]Y'ž'XYbb'bYVYb'XYf'8]g\_f]a ]b]Yfi b[ Ui Z[ fi bX'XYg'; YgW 'YW hg'i bX'5'hYfgž]gh'Ui W 'X]Y'5bZcfXYfi b[ XYf'8Yi hgW \_Ybbhb]ggY'Yh'b]gW 'X]g\_f]a ]b]YfYbX''8i fW 'X]YgY : cfa i ']Yfi b[ 'k YfXYb'Ui Z'XYa '5fVY]hga Uf\_h'VY]bX']W Y 6Yk YfVYfž'X]Y'8Yi hgW 'b]W h'U'g'A i hhYfgdfUW Y 'j cfk Y]gYb \_cbbYbž'UV[ Y\ U'hYb'g]W ni 'VYk YfVYb''Ni gUhni'W a i gg'Yg'Ui W ]a 'J Yf\U'hb]g'ni 'XYf'Ui g[ YgW f]YVYbYb'GhY''Y'gY]bž'XYbb Ui g[ YnY]W bYhY'8Yi hgW \_Ybbhb]ggY'g]bX'VY]gd]Y'gk Y]gY'Z f'Y]bYb @U[ YfUfVY]hYf'b]W h'k ]f\_']W 'YfZcfXYf']W "

K Y`WY Y` : c`[ Yb`\_Ubb`Yg`[ YVYb 3

K Ybb`[ Y[ Yb`XUg`; YVch`XYf`b]W h`X]g\_f]a` ]b]YfYbXYb  
GhY``YbUi ggW fY]Vi b[ `Yfgha` U`][ `j Yfghc` Yb`k` ]fXž`\_ca a h`Yg`ni  
Y]bYf`J Yfk Ufbi b[ `j cb`XYf`6Yn]f\_gj Yfk U`hi b[ gVY\cfXY``K` ]fX  
YXcW `UVYfa` U`g`XU[ Y[ Yb`j` Yfghc` Ybž`k` ]fX`Y]bY`; Y`XghfUZY`j` cb  
V]g`ni `` \* \$`9i fc`j` Yf\Ub[ h`8Uf`VYf`\]bUi g`\_Ubb`Yg`ni  
GW UX YbgYfgUhnUbgdfi W Yb`\_ca a Ybž`k` Ybb`6Yk` YfVYf`]bbYb`VY]  
XYf`6Y`[ fi`bXi`b[ `Y]bYg`5fVY]hgj` Yf\U`hb]ggYg`VYbUW hY`][ h  
k`YfXYb``8`YgYf`9fgUhnUbgdfi W `VYhFU[ h`a` ]bXYghYbg`nk` Y]  
A cbUhgYb h[ Y`hYž`k` Ybb`XYf`GhY``Ybk` YfVYf`VY]  
X]g\_f]a` ]b]Yfi`b[ gZfY]Yf`5i` gk`U\``X]Y`GhY``Y`Yf\U`hYb`UhhYž`cXYf`V]g  
ni` )` \$\$`9i`fcž`k` Ybb`XYf`5fVY]h[ VVYf`bUW k` Y]gYb`\_Ubbž`XUgg`XYf`  
GW UX Yb`Xi`fW`X]Y`8`g\_f]a` ]b]Yfi`b[ `bi`f`XUf]b`VYghY\hž`XUgg`X]Y`  
6Yk`YfVi`b[ `b]W h`VYfi`W\_g]W h][ h`k`i`fXY``  
8UVY`][ `h`F`Y`W h`Ubgdfi`W`\_Ubb`XYf`GhY``Ybk` YfVYf`V]bbYb`gY`W g`  
A cbUhY`UV`5V`Y\bi`b[ `XYf`6Yk` YfVi`b[ ` [ Y`hYbX`a` UW`Yb``

8`Y`f]W h][ Y`GhY``YbUi` ggW fY]Vi` b[

Gc`Zcfa`i`YfYb`G]Y`\_cffY`\_h`i`bX`fUi`a`Yb`U``Yb`X]Y`[ `Y]W Yb`  
7\Ub`W b`Y]b.  
`8`Y`GhY``YbUi` ggW fY]Vi`b[ `Ub`cV`Y`\_h]j`Yb`i`bX`VYfi`Z]W Yb`  
?f]hYf]Yb`Ui`gf]W hYb``  
`5bZcfXYfi`b[ Yb`gc`Zcfa`i`YfYbž`XUgg`g]W W`U``Y`e`i`U`]Z]n]YfhYb`  
5fVY]hg\_fUZhY`Ub[ Ygdfc`W Yb`Z` \`Yb`  
`?Y]bY`9]bgW fUb`\_i`b[ Yb`\`]bg]W h]W` ;`YgW`Y`W hž`5`hYfž`  
<Yf`\_i`bZhž`K`Y`hUbgW`Ui`i`b[ `ž`gYi`i`Y``Yf`Cf]Ybh]Yfi`b[ `ž`F`Y`][ `cbž`  
9\Y!`cXYf` :`Ua`][ YbghUbX``8`Y`5i`gbU\`a`Y`8`Y]gY`A`Yf\_a`U`Y`g]bX`  
XUbb`ni`Ugg][ `ž`k`Ybb`g]Y`Y]bY`k`YgYbh]W Y`i`bX`Yb`hgW Y]XYbXY`  
VYfi`Z]W Y`5bZcfXYfi`b[ `g]bX`cXYf`Y]b`VYgh]a`a`hYg` ;`YgW`Y`W h`  
i`bj`Yfn]W hVUfY`J`cfUi`ggYhni`b[ `ž`f`X]YgY`5fVY]h`gh``  
`5i`W`Y]bY`I`a`gW fY]Vi`b[ `j`cb`A`Yf\_a`U`Yb`]gh`Y]bY` :`cfa`X`Yf`  
8`g\_f]a` ]b]Yfi`b[ ` .` 6Yfi`ZgY]bghY][ Yf.]bbYb`U`g`j`YfdZ]W hYbXYg`  
?f]hYf]i`a`ž`]gh`Yhk`U`Y]b`<`]bk`Y]g`Ui`Z`XUg`[ Yk`i`bgW hY`5`hYf``5i`W`  
X]Y` :`cfa`i`Yfi`b[ Yb` 9`#9K`F`GhUUhgVi`f[ YfgW`UZh`cXYf`dYfZY`hY`  
8`Yi`hgW`Ybbhb]ggY`U`g`j`YfdZ]W hYbXYg`?f]hYf]i`a`ž`]gh`Y]b`  
<`]bk`Y]g`Ui`Z`X]Y`<`Yf`\_i`bZh`

Δ f' GhY ``Yb ]bgYfUh'Yb h\ U'h'XUg'Z f'X]Y' GhY ``Y [ Y`hYbXY  
\_c ``Y\_h]j j YfhfU[ `]WXY'cXYf'XUg'Xi fW 'XUg'; YgYh'cXYf'UbXYfY  
Bcfa Yb'XYf' \_c ``Y\_h]j Yb'F YW h[ YghU'hi b[ ' [ Y`hYbXY  
A ]bXYghYb h[ Y`hž]b\_`i g]j Y'Δ fYf'6YfY]hgW UZh'ni f'I VYfnU\`i b[ ž  
gcZYfb'X]YgY'VYghY\h"  
6YfY]hYb'G]Y'g]WY'Y]b'GhUbXUfXUbhk cfhgWYfY]VYb'f9!A U]`Ł'Z f'U``Y  
Y]b\_ca a YbXYb'6Yk YfVi b[ ggWYfY]VYb'j cf"5WYhYb'G]Y'XUfUi Z  
XUgg'X]YgY'9!A U]`X]Y'6Ygh]a a i b[ Yb'XYf' **8 G**; **J C** 'VY]b\ U`hYh"  
B UW 'XYa 'Xi fW [ YZ \fhYb'6Yk YfVi b[ g[ YgdfUWYž'gc ``hYb'G]Y  
j Yfgi WYbž'X]Y'k ]WYh[ ghYb'9W\_d i b\_hY' i bX' b\ U`hY'gWYf]Zh']WY  
ZYghni \U`hYb"J Yfgi WYb'G]Y'Ui WYž'Y]WYh'bUWk Y]gVUfY  
5f[ i a YbhYž'X]Y'Z f'Vnk "[ Y[ Yb'Y]bY'YfZc'[ fY]WY'6Yk YfVi b[  
[ YgdfcWYb' \UVYbž'YfUi gni UfVY]hYb"6Yk U\ fYb'G]Y'Δ fY  
5i ZnY]WYbi b[ 'i bVYX]b[ h'Ui Z

» Vgi WY'Ui Z'k k k "Z'Y]gWYi bXWc"Uh

I Vf][ Ybg. '5i Z: `Y]gWY / '7c '[ ]Vh'Yg'Y]bY' i a ZUggYbXY' » VVcfgY  
\\]Yf'k YfXYb'U``Y'5i ggWYfY]Vi b[ Yb'fi bX' i a 'X]Y: `Y]gWYfVfUbWY  
[ Y`ghYh' i bX'Yg'[ ]Vh'Ui WY'X]Y'A c[ `]WY\_Y]h'fØ f'k Yb][ ' ; Y`XŁ'gY`Vgh  
ni ']bgYf]YfYb"

6Ygi WYb'G]Y' i bg'Ui Z'Z'Y]gWYi bXWc"Uh