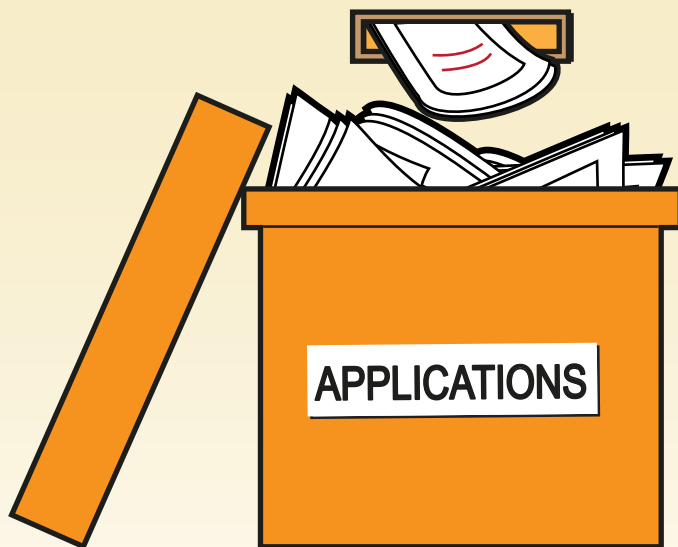
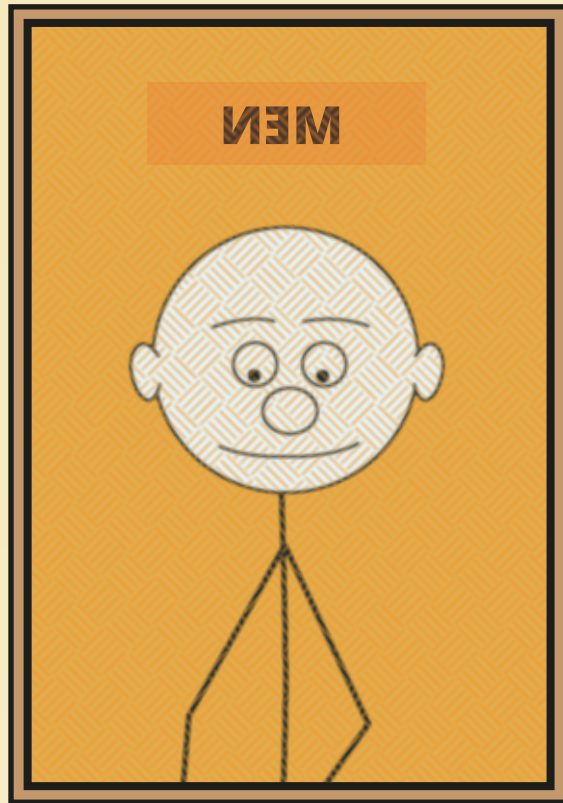


May 2017

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LABOUR MARKET DISCRIMINATION
How job advertisements create gender inequality

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Executive Summary

Official data show that only 12.9% of working age women in Kosovo are employed. The reasons for this low employment rate for women reportedly are the high unemployment rate in Kosovo as well as the very low participation of women in the workforce. The latter is assumed to occur considering that a large part of the women have family responsibilities and are not interested in looking for job.¹

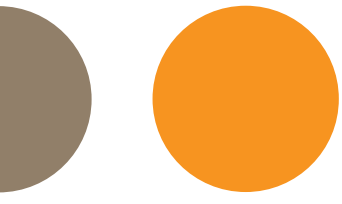
But if we look beyond the justification of official institutions that the low level of employment of women has to do with their commitment to housework, it turns out that women in Kosovo face other barriers to employment as well. These barriers show why women in Kosovo are less employed than men and much less represented in senior management positions which mainly are dominated by men.

The first barrier has to do with the traditional separation of occupations, where the employer/s specifically seek men for "occupations of men" and women for "occupations of women". The second barrier has to do with the discriminatory language of job advertisements. In the majority of job advertisements, especially in the catalogue of job positions in the civil service, job titles are presented in the masculine gender, while at the job descriptions for senior management positions, masculine wording has been noted, while in the job description for lower positions, feminine wording has been noted.

Although no research has taken place earlier in Kosovo as to how the vacancy language impacts the gender inequality, empirical studies in other countries have shown that women feel less encouraged to apply in those working places where job advertisements contain masculine codified language. These assumptions are based on social dominance theory, which means that the dominant influence groups in society have an impact to strengthen and to keep the existing inequality of groups. Thus, in the institutions dominated by men, the latter compile job advertisements in order to attract attention only to men. This is not done in a strategic way or purposely, but the prospect of the job advertisements compilers directly influences the manner of gender wording.

The findings of this analysis confirm these assumptions. Vacancy notices for senior positions in public institutions contain language with male gender stereotypes, whereas vacancy notices for lower positions stress female stereotypes.

¹ The explanations given by the Kosovo Statistics Agency, The Labour Force Survey, Q4 - 2016



As a result, more than 94% of high level positions within the Government of Kosovo, the Assembly and the Presidency are led by men. In the private sector, language of job advertisements is even more discriminatory, often discriminating directly one gender or some social categories within a certain gender. This analysis concludes that the current legal provisions are not sufficient for ensuring gender equality in the labour market and recommends more strict measures for prevention of gender discrimination in employment.

Introduction

With 28.7% official unemployment², Kosovo remains the country with the highest unemployment rate in Europe. Youth unemployment and women unemployment is significantly higher. Despite the fact that there is no great gender difference in terms of persons able to work, the difference stands at active job seekers. The majority of women do not participate in the labour market, or only one in five women who are of working age is active in the labour market. On the other hand, even those women who are active in the labour market, have difficulties in securing a job. The employment rate among working age women is only 12.9%, compared with the employment rate of men which is 45.6%.³

However, interest of women to find a job is nearly the same as that of men. Out of 112,179 jobseekers registered in 2015, 43.7% (48,960) were women and 56.3% (63,219) men.⁴ According to the data made available by the Ministry of Labour and Social Welfare (MLSW), women looking for jobs are more qualified than men. In 2015, active job-seekers with a university degree were 2,775 women, compared to 2,277 men. Furthermore, the number of women without any qualification was lower than the number of men who had no qualification (31,893 women, compared to 36,502 men).⁵

Also the data from the Ministry of Education, Science and Technology (MEST) indicate that young women face a higher participation in studies and graduation in Bachelor and Master Studies. For example, in the academic year 2015/2016 in University of Prishtina women accounted for 55% of the total number of students.⁶ Meanwhile, out of 4,981 graduates at Bachelor level, 59.4% were girls, whereas at the master level out of 1,098 graduates, 50.8% were women.

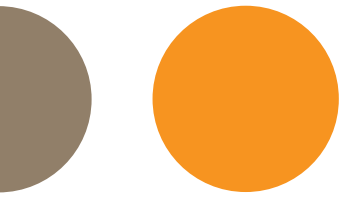
² Kosovo Statistics Agency, The Labour Force Survey, Q4 - 2016

³ Ibid

⁴ Ministry of Labour and Social Welfare, Labour and Employment - Annual Report 2015

⁵ Ibid.

⁶ Kosovo Statistics Agency, Kosovo Education Statistics, 2015/2016



But although women graduation rate is higher than that of men, and they represent a higher percentage of unemployed with university degree, they have remained behind in employment. This data indicate that for the women to participate in the economy, education and desire to work is not a problem, but the problem is the discriminatory environment in employment.

One of these factors is the discriminatory language of job advertisements. The way how the job title is written and the way describing the required qualifications of potential candidates also affects the process of application of people for that position as well as the recruitment process. Although numerous research studies have been undertaken on this aspect, a research on the correctness of the language of vacancy notices in terms of gender has not yet taken place. This research aims to fill this gap.

Language of job advertisements – legal and theoretical aspects

There are some laws and regulations in Kosovo which formally guarantee equal treatment of women and men in the employment relationship. The gender equality law prohibits direct or indirect discrimination, on the gender basis in public or private sector regarding the "conditions for access to employment...including selection criteria and conditions of recruitment, regardless of branch of activity and at all levels of professional hierarchy".⁷ Moreover, the law obliges the employer in all sectors that on the occasion of publication of a vacancy announcement "to avoid inclusion of discriminatory elements on gender basis" and "to ensure equal opportunities for women and men applying for jobs".⁸ Despite the legal obligations, the majority of vacancy announcements in Kosovo, especially in the private sector, contain discriminatory elements, providing jobs explicitly only for a certain gender, as explained below.

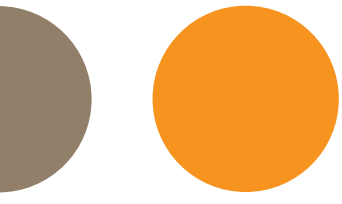
Equal access to employment is guaranteed by Law on protection from discrimination⁹, as well as the Labour Law, which requires that job advertisements "to be equal for all aspirant candidates, without any kind of discrimination".¹⁰ The civil service law prohibits gender

⁷ Official Gazette of the Republic of Kosovo, Law no. 05/L-020 on Gender Equality, Article 15

⁸ Ibid. Article 17

⁹ Official Gazette of the Republic of Kosovo, Law no. 05/L-021 on Protection from Discrimination, Article 2

¹⁰ Official Gazette of the Republic of Kosovo, Law no. 03/L-212 Labour, Article 8



discrimination in employment in this sector.¹¹ Furthermore, rule of procedures for civil service recruitment describes all elements that a job advertisement in the civil service should contain, including the clause that says "Civil Service of Kosovo provides equal opportunities for employment to all citizens of Kosovo and welcomes applications from all persons of both male and female gender from all communities of Kosovo".¹²

However, an experiment undertaken in the United States of America, shows that regardless of the whether job advertisements contain the clause "The employer shall consider applications from both genders in accordance with the law on gender equality", women would not prefer to apply in those positions where language of job advertisements referenced mostly men. In this experiment, participants were presented three types of job advertisements. One type of vacancy contained gender biased language with reference explicitly for men for occupations traditionally conducted by men such as electrician, and with the explicit reference for women to occupations traditionally conducted by women such as flight attendant. The other type of vacancy contained impartial language, where men and women referred to as candidates. In the third category of vacancies the researchers had changed gender, where women were mentioned as typical candidates for professions traditionally performed by men and men as candidates for typical professions traditionally performed by women.

The results of the experiment showed that women were more interested in occupations dominated by men when the vacancy was impartial, referring to men and women as candidates rather than when vacancy notice referred only to men. In addition, women showed more interest in "occupations of men" in vacancies with the changed roles, where women were mentioned as typical candidates.¹³ The study concludes that vacancies whose used language gives preference to men, the women are discouraged to apply.

Since 1973 the United States have prohibited by law the gender division through vacancies. Job vacancies must not deny the men or women the right to apply in the job vacancies advertised, or to use pronouns like *he* or *she* on a job description. However, despite all legal

¹¹ Official Gazette of the Republic of Kosovo, Law no. 03/L –149 on Civil Service of the Republic of Kosovo, Article 5

¹² Regulation No.02/2010 on the Recruitment Procedures in the Civil Service, Article 16.2

¹³ Gaucher, D., Friesen, J., Kay, A. (2011), Evidence that Gender Wording in Job Advertisement Exists and Sustains Gender Inequality. Journal of Personality and Social Psychology, Vol.101, No. 1, 109-128. American Psychological Association.

sanctions for not referring to candidates on the basis of gender, problem remains the use of gender wording in job advertisements. Researches show that the job vacancies in sectors dominated by men contain more words related to male gender stereotypes, such words as *leader, challenging, competitive, dominant*, while in positions dominated by women, vacancies contained words relating to female gender stereotypes, such as *communication, cooperation, understanding, modesty*, etc.¹⁴ Table 1 shows some of the descriptive words used in this experiment.

TABLE 1. MASCULINE/FEMININE CODED LANGUAGE IN VACANCY NOTICES

Male descriptive words	Female descriptive words
Active	Agreement
Aggressive	Attention
Ambition	Commitment
Independence	Consideration
Challenge	Cooperation
Champion	Honesty
Self-confidence	Inter-personal
Decision making	Modesty
Decisiveness	Loyalty
Impulsive	Jointly
Intellect	Trust
Leadership	Enthusiasm
Principle	Warmth
Vital	Inclusion
Superior	Family
Force	Empathy

Source: <http://gender-decoder.katmatfield.com/about>

In the survey, women had shown less interest in the vacancies which contained masculine coded language. Vacancies with masculine coded language are prepared mainly by men to keep dominance in those sectors dominated by them, as defined by the theory of social dominance below.

¹⁴ Ibid.

What is the impact of job ads in the process of application for women and men in Kosovo?

For the purpose of measuring the effects of using gender wording in job advertisements in Kosovo, GAP Institute has made an experiment using social network Facebook. Using two separate Facebook pages, we have opened two job vacancies for internship. In the title of one vacancy notice (hereinafter vacancy number 1) we have used female denomination of job position, seeking "interns" (she), while in the other vacancy (hereinafter vacancy number 2) we have used male denomination, seeking "interns" (he). The aim of the publication of the vacancy in separate pages was that audiences are different and have access only to one vacancy notice. For this purpose, vacancy number 1 is shown only for residents of the Municipality of Gjakova, Peja, Prizren and Mitrovica, whereas vacancy number 2 is shown only in Prishtina Municipality. In both vacancies we have sought interns for an institute which deals with legal and economic studies. The required age for both vacancies was 19 to 35. Likewise, both vacancies have requested that applicants are students or to have finished one of the following fields of study: economics, law, sociology or political sciences. Advertisements for vacancies of these jobs were shown on Facebook for both genders for four days in a row. The targeted age of the advertisement was the same with the requirements of the vacancy - 19-35 years old. Candidates from both vacancies were requested to send their CV into separate email addresses.

In the vacancy number 1, where we have sought "Five interns (female coded language)," the sponsored message on facebook has been viewed more by women than men, or 69% were women, compared to 31% men. The reason why advertisement was viewed more by women is that majority of the persons to whom that advertisement was shown have suggested ("tagged") women to apply for this position. In 36 comments, the vacancy was suggested to 41 women (77%) for application and only to 12 men (23%).

In addition, out of 94 CV-s received for job applications, only 11% (10) have been from men. This data clearly demonstrate that use of feminine coded language in a vacancy has discouraged men to express the interest and apply for this position.

In the vacancy number 2, in which we have asked "Five interns (male coded language)", the sponsored message of this advertisement was viewed more by men (79.2%) than women (20.8%). The reason why advertisement was viewed more by men is that majority of the persons to whom that advertisement was shown have suggested ("tagged")

men to apply for this position. In 8 comments, the vacancy was suggested to 9 men. Although the number of those who have suggested to their friends to apply is small, data suggest that use of masculine coded language has influenced that men are suggested by their male friends for application.

TABLE 2. RESULTS OF THE EXPERIMENT WITH TWO VACANCIES USING GENDER DISCRIMINATORY LANGUAGE

	Konkurs 1				Konkurs 2			
	Women	Men	Unknown	Total	Women	Men	Unknown	Total
Audience	4,475	2,007	28	6,510	368	1,438		1,806
Suggestions	41	12		53		9		9
Engagement	355	78	28		42	97		139
Inclusion/audience	8%	4%			11%	7%		18%
Applications	84	10		94	24	18		42

In addition, out of 42 CV-s received for job applications, 43% (18) were from men, whereas 57% (24) were from women. Data from the application shows that it has not discouraged women to apply for this position in contrast to the vacancy number 1 when we used feminine coded language. A possible explanation for this result may be the fact that on the labour market a balance has already been created where women are continuously discriminated against in vacancies and for this reason language discrimination is perceived as standard and something normal. Also, in this study we have tested only the use of discriminatory language of this position and have not tested any high position within the organization e.g. the word director or she-director. For this reason, these results can be only relevant for the low positions and not for the leading ones.

Language of job advertisements in the public sector

Public institutions are one of the largest employers in Kosovo. Over 91 thousand persons are employed in this sector, which represents about 36% of all the employed in Kosovo. Although the Law on Gender Equality requires the equal employment in the public sector, women account for only 30% of employees in this sector. In public enterprises, women make up only 12% of employees, while in the civil service and education women make up about 44%. Increase of the number of women in the public sector will contribute significantly to the overall growth of the number of employed women in the labour market in

Kosovo. Studies have shown that countries which have a high level of employment of women in the public sector, have a high level of women employment in general.¹⁵

But in Kosovo, women not only are less employed than men, they are also less represented at the top leadership positions. Table 2 shows that 94.6% of high level positions within the Government of Kosovo, the Assembly and the Presidency are led by men. These are not political posts, but are positions within the civil service.

TABLE 3. DATA FOR THE SENIOR MANAGEMENT LEVEL POSTS AS DESCRIBED BY MPA (SECRETARY GENERAL, CHIEF EXECUTIVE, EXECUTIVE DIRECTOR, DIRECTOR GENERAL)

INSTITUTIONS	Total	SENIOR MANAGEMENT LEVEL											
		ETHNIC STRUCTURE									Gender str.		
		Albanian	Serb	Bosnian	Turkish	Gorani	Ashkali	Egyptian	Roma	Other	Male	Female	
1. Office of the Prime Minister	9	8	1	0	0	0	0	0	0	0	0	8	1
2. Ministry of the Security Force	1	1	0	0	0	0	0	0	0	0	0	1	0
3. Ministry of Trade and Industry	7	7	0	0	0	0	0	0	0	0	0	6	1
4. Ministry of Health	4	4	0	0	0	0	0	0	0	0	0	4	0
5. M. of Culture, Youth and Sports	2	2	0	0	0	0	0	0	0	0	0	2	0
6. Ministry of Infrastructure	1	1	0	0	0	0	0	0	0	0	0	1	0
7. M. of Labour & Social Welfare	3	3	0	0	0	0	0	0	0	0	0	3	0
8. Ministry of Public Administration	3	2	0	0	1	0	0	0	0	0	0	2	1
9. Ministry of Edu., Science & Tech.	9	9	0	0	0	0	0	0	0	0	0	9	0
10. Ministry of Finance	4	4	0	0	0	0	0	0	0	0	0	4	0
11. M. Agr., Forestry & Rur. Dev.	3	3	0	0	0	0	0	0	0	0	0	3	0
12. M. of Economic Development	3	3	0	0	0	0	0	0	0	0	0	3	0
13. M. of Local Gov. Administration	1	1	0	0	0	0	0	0	0	0	0	0	1
14. M. of Environment & Sp. Plan.	3	3	0	0	0	0	0	0	0	0	0	3	0
15. Ministry of Justice	6	6	0	0	0	0	0	0	0	0	0	6	0
16. Ministry of Internal Affairs	5	5	0	0	0	0	0	0	0	0	0	5	0
17. Ministry of Foreign Affairs	3	3	0	0	0	0	0	0	0	0	0	3	0
18. M. for Communities & Returns	1	0	1	0	0	0	0	0	0	0	0	1	0
19. M. for European Integration	1	1	0	0	0	0	0	0	0	0	0	1	0
20. Ministry of Diaspora	1	1	0	0	0	0	0	0	0	0	0	1	0
21. National Assembly	3	3	0	0	0	0	0	0	0	0	0	3	0
22. Presidency	1	1	0	0	0	0	0	0	0	0	0	1	0
TOTALI	74	71	2	0	1	0	0	0	0	0	0	70	4
Percentage (%)												94.6%	5.41%

¹⁵ Anghel, Brindusa, et al. (2011). The Effect of Public Sector Employment on Women's Labour Market Outcomes, Centre for Economic Policy Research

Source: MPA, DSCA – 2016

This gender inequality in the allocation of senior positions has also a theoretical explanation. According to the social dominance theory, there are contributors to the institutional level that help in gender inequality. These contributors influence to further strengthen and to maintain existing inequality of groups. But, theory explains that these contributors are so rooted in the structures of the society that they are barely noticed by the society.¹⁶ In sectors and institutions that are dominated by men, the latter are to compile vacancy notices in order to attract the attention of the men only - that eventually helps to preserve gender inequality, keeping women outside areas which are led by men (the dominant group).¹⁷

Despite guaranteeing equal gender treatment in employment, neither the Law on Civil Service nor the Rule of Procedures for Civil Service Recruitment contain measures for prevention of gender discrimination in the language of vacancies. Furthermore, two key documents of civil service recruitment - "Headlines of jobs in the catalogue of jobs in Kosovo Civil Service" and "Job description for the job headlines" - contain masculine coded language.

In the latest version, adopted in February 2016, Catalogue of jobs contains 1,562 job headlines in the civil service in Kosovo. All job headlines have male connotation, titles such as *director, leader, senior official, secretary general*, etc.¹⁸



16 See more about Social Dominance Theory at


<http://www.sicotests.com/psyarticle.asp?id=237>, accessed on 20 April 2017

17 Gaucher, D., Friesen, J., Kay, A. (2011), Evidence that Gender Wording in Job Advertisement Exists and Sustains Gender Inequality. *Journal of Personality and Social Psychology*, Vol. 101, No. 1, 109-128. American Psychological Association, page 111

18 Ministry of Public Administration, Job Titles amended and supplemented in the Catalogue of Jobs in the Civil Service of Kosovo, February 2016

FIGURE 1. SOME JOB TITLES IN THE CATALOGUE OF JOBS IN THE CIVIL SERVICE

				
Republika e Kosovës Republika Kosova-Republic of Kosovo Qeveria - Vlada - Government Ministria e Administratës Publike-Ministrarsvo Javne Administracije Ministry of Public Administration				
Titujt e vendeve të punës të plotësuar dhe ndryshuar në Katalogun e Vendeve të Punës në Shërbimin Civil të Kosovës				
Katalogu i Vendeve të Punës është miratuar me vendim të Qeverisë Nr.05/12 datë 05.02.2015 Plotësohet dhe ndryshohet në përputhje me nenin 11 të Rregullores Nr. 03/2010 për Përshkrimin e Detyrave të Punës dhe pikës 3 të Vendimit të Qeverisë Nr.05/12 datë 05.02.2015, me vendim të ministrit të Ministrisë së Administratës Publike Nr.01/2016, datë 05.02.2016.				
Mahir Yagcilar, Ministër 				
Numri rendor	Titulli i Vendit të Punës	Kodi i Vendit të Punës	Grada e Vendit të Punës	Kualifikimi dhe Përvoja
1	Drejtor i Departamentit për Financa dhe Shërbime të Përgjithshme	AD/010	4	DU + 7, 4U
2	Drejtor i Drejtorisë për Financa dhe Shërbime të Përgjithshme	AD/020	5	DU + 6
3	Udhëheqës i Divizionit për Teknologji Informativ dhe Logjistik	AD/030	6	DU + 5
4	Udhëheqës i Sektorit për Teknologji Informativ dhe Logjistik	AD/040	7	DU + 4
5	Udhëheqës i Sektorit për Gjendje Civile	AD/060	7	DU + 4
6	Zyrtar i Lartë për Punë Profesionale për Kuvendin Komunal	AD/070	8	DU + 3
7	Zyrtar për Gjendje Civile 1	AD/090	10	DU + 0 ose SHL + 2
8	Zyrtar për Regjistrim Civil	AD/100	10	DU + 0 ose SHL + 2
9	Zyrtar për Shërbim me Qytetarë	AD/110	11	BA + 4
10	Zyrtar për Logjistikë 4	AD/120	11	BA + 4
11	Asistent Ekzekutiv	AD/130	11	BA + 4
12	Asistent Administrativ 4	AD/140	11	BA + 4
13	Zyrtar për Transport 4	AD/150	11	BA + 4
14	Arkëtar	AD/160	11	BA + 4
15	Zyrtar për Mbështetje Administrativo Teknike të Kuvendit Komunal	AD/170	11	BA + 4

				
Republic of Kosovo Government Ministry of Public Administration				
Job titles supplemented and amended in the Catalogue of jobs in the Civil Service of Kosovo				
Catalogue of jobs in the Civil Service of Kosovo was approved by the Decision of the Government No. 05/12 dated 05 Feb. 2015. It is supplemented and amended in compliance with Art. 11 of the Regulation No. 03/2010 on Job Description and point 3 of Decision of Government No. 05/12 dated 05 Feb. 2015 upon decision by the Minister of Public Administration No. 01/2016, dated 05.02.2016.				
Mahir Yagcilar, Minister [signed]				
No.	Job Title	Job Code	Job Grade	Qualification and Experience
1	Director of the Department of Finance and General Services	AD/010	4	DU + 7.4U
2	Director of the Directorate of Finance and General Services	AD/020	5	DU + 6
3	Head of Division for Information Technology and Logistics	AD/030	6	DU + 5
4	Head of Sector for Information Technology and Logistics	AD/040	7	DU + 4
5	Head of Sector for Civil Status	AD/060	7	DU + 4
6	Senior Officer for Professional Work for Municipal Assembly	AD/070	8	DU + 3
7	Civil Status Officer 1	AD/090	10	DU + 0 or SHL + 2
8	Civil Registration Officer	AD/100	10	DU + 0 or SHL + 2
9	Citizen Service Officer	AD/110	11	BA + 4
10	Logistics Officer 4	AD/120	11	BA + 4
11	Executive Assistant	AD/130	11	BA + 4
12	Administrative Assistant 4	AD/140	11	BA + 4
13	Transportation Officer 4	AD/150	11	BA + 4
14	Cashier	AD/160	11	BA + 4
15	Administrative and Technical Support Official for Municipal Assembly	AD/170	11	BA + 4

The other document, Job Description for Job Titles of this catalogue contains even more gender stereotypes. This document shows that positions having lower grade in the scale (senior management positions) are characterised by a masculine coded language, while positions having higher ranks (mainly assisting position) have more feminine coded language. For example, qualifications and skills required in the position of "Secretary General" grade 1, contain many descriptive masculine words such as: *management, organization, supervision, negotiating, representation, protection, leadership, motivation*, that in our culture are recognized as male features.

FIGURE 2. MASCULINE WORDS USED TO DESCRIBE THE POST OF THE "SECRETARY GENERAL"

1. Job title	Secretary General		
2. Code for the respective position	SP/020	3. Job grade	1&2
4. Purpose of the Job: Leading, management and monitoring of all activities with the purpose of fulfilment of the mandate and the mission of the Ministry as well as ensuring cooperation and coordination amongst the organisational structures of the Ministry and other institutions.			
5. Main duties: <ol style="list-style-type: none"> Leads, manages and monitors activities of the ministry with the purpose of fulfilment of functions and responsibilities of the ministry; 15% In coordination with the minister, approves the strategic objectives, work plans and the budget of the institution and communicates with all other staff leaders in the ministry; 15% In cooperation with directors of departments analyses and assesses internal processes and procedures of the institution and in coordination with the ministry decides on amendments/corrections with the purpose of increasing the efficiency at work; 15% Ensures development and implementation in time and with effective cost the policies, legislation and programs in the field of the responsibilities of the ministry; 10% Manages with the human resources by ensuring that recruitment plans, capacity building of human resources in the ministry are continuously developed and implemented; 10% Ensures that the annual budget plan is prepared in concordance with respective acts and instructions, policies and objectives of the ministry; 10% Ensures efficient internal control for spending of the budget approved in compliance with the procurement plan and legal procedures on spending the public money; 10% Represents the institution based on the authorisation from the minister, in the country and abroad as well as provides professional advice to the minister and the government on the responsibilities of the ministry; 10% Undertakes regular assessment of the staff under his supervision and supports their development through trainings in order to ensure accomplishment of their tasks in the level of required standards; 5 			
6. Required qualifications and skills: <ul style="list-style-type: none"> - University diploma or advanced diploma in the fields related to work of the ministry, 8 years of professional work experience, including 5 years in leadership position; - Knowledge and experience in the field related to the work of the ministry; - Advanced skills in management, organisation, setting objectives and planning; - Good knowledge on effective supervision of professional work completed by subordinates; - Skills in the high level of communication and negotiation; - Ability to represent and protect interests of the institution and its integrity; - Leadership, motivating, communication, performance management skills; - Flexibility towards organisation and supervision of work, including problem solving; - Computer skills for programs and applications (Word, Excel, Power Point, Access), - Good knowledge of English language, desirable. 			

For comparison, for the post of "Administrative Assistant" grade 12, duties and qualifications are described with feminine coded words such as: *assists, receives, distributes, stores, maintains, implements, provides support*, etc.¹⁹

¹⁹ Ministry of Public Administration, description of duties for job titles at central and local level, supplemented and improved, June 2016

FIGURE 3. FEMININE STEREOTYPES USED IN DESCRIPTION OF THE POST OF
"ADMINISTRATIVE ASSISTANT"

1. Job title	Administrative Assistant 3		
2. Code for the respective position	AD/200	3. Job grade	12
4. Purpose of the Job: Providing assistance for storing and maintenance of goods as well as distribution thereof to the organisational units of the institution.			
5. Main duties: <ol style="list-style-type: none"> 1. Ensures general administrative and technical support including official post, phone calls, scanning, faxing and copying documents, filling spending reports as well as drafting documents for various meetings; 25% 2. Prepares and modifies documents including correspondence, reports, memorandums and e-mail for the supervisor; 20% 3. Receives and distributes correspondence for the supervisor and takes care of its progress; 15% 4. Stores and maintains the electronic system and hard copies of documents and files of the supervisor's office; 15% 5. Manages the calendar of meetings and other events for the supervisor as well as assists in solving any administrative and technical problem; 15% 6. Carries out other duties in accordance with the law and regulations which may be required in reasonable manner time after time by the supervisor; 5% 			
6. Required qualifications and skills: <ul style="list-style-type: none"> - Secondary education, respective training and at least three (3) years of work experience in the respective field, technical or administrative; - Ability to implement the procedures and administrative instructions to carry out tasks; - Communication skills, including ability to interpret information, give instructions and transmit information to the others; - Coordination skills and supervision of work of the personnel in administrative and technical level; - Computer skills for programs and applications (Word, Excel), 			

Although there is a lack empirical research to see if the description of these positions has impacted on gender discrimination, the current structure of public administration can be used as an argument for verification of theories mentioned above. As an illustration, the position of the Secretary General in the Office of the President, in the Kosovo Assembly at the Office of the Prime Minister and 18 Ministries of the Government of Kosovo is led by men.²⁰ On the other hand, the majority of people working as "Administrative Assistants" are women.

²⁰ Out of 19 ministries of the Government of Kosovo, only the Ministry of Local Government Administration has a female Secretary General.

Gender Discrimination in the Private Sector

Gender discrimination in the vacancies for employment in private sector is even more pronounced. In contrast to the public sector where nevertheless all genders are encouraged to apply, in private sector vacancy notices specifically require men or women for certain positions.

In some vacancies, discriminatory elements are seen even within one certain gender.

GAP Institute has analyzed in total 562 job vacancies published by both public and private institutions in daily newspapers and portals for employment within the period January 2016 - March 2017. The findings of this survey show that gender stereotypes in Kosovo are quite stressed.

Firstly, in Kosovo there is a division between "occupations for men" and "occupations for women". For example, in a vacancy of a shopping centre, a manager is needed for the "bowling centre", a "receptionist", and a "nanny for children toys". In this case, for the position of the manager, a man is required, while for the job at the reception and child care at the toy centre a woman candidate is needed. In general, in the vacancies of private businesses for positions such as: *assistant*, *sales person*, *receptionist*, *cleaner*, women are required. Whereas for positions as *manager*, *executive director*, *engineer*, mostly men are required.

Secondly, in the private sector employers consider that they have the right to request through public competitions specifically candidates they want, without considering it as a gender discrimination. For example, in some cases, in addition to mentioning that the candidate should be "female", the preferred age is also specified. Table 4 provides some examples of job titles and job descriptions of vacancies as published by private businesses.

TABLE 4. DISCRIMINATORY LANGUAGE IN VACANCIES OF PRIVATE BUSINESSES

Job Title	Description of the vacancy
Economist (F)	Preferred age 25-35
Sales agent (F)	Be communicative and co-operative
Assistant dentist (F)	Continuously provides assistance to dentist on duty
Sales assistant in boutiques (F)	Takes care of putting articles in order
Bar tender (F)	Have professional appearance
Administrative secretary (F)	Be committed
Two cleaners (F)	
Executive Director (M)	The candidate must be:
Worker (F)	Graduated lawyer (F)
Mësimdhënëse e gjermanishtës	Worker (female) to be from Prishtina
Waiter	BA studies degree
Construction manager	To be graduated in the Dept of Civil Engineering

The content of such vacancies except that it leads to discriminatory practice, depriving one or the other gender from the right to apply, is prohibited by law. The Law on Gender Equality obliges the employers in all sectors, both private and public, that on the occasion of publication of a vacancy announcement "to avoid inclusion of discriminatory elements on gender basis" and "to ensure equal opportunities for women and men applying for jobs".²¹

²¹ Ibid. Article 17

The Need for Change

Despite the legal provisions prohibiting gender discrimination in employment in all sectors of employment, in private sector we encounter a direct gender discrimination and in the public sector, discrimination comes from the language of vacancies discouraging women to apply. In order to improve the current situation, GAP Institute provides the following recommendations:

- New legal measures for the language of job advertisements**
 Law on Gender Equality, Law on Labour and the Law against Discrimination generally prohibit gender discrimination in vacancy notices. But none of them can prohibit the direct gender discrimination and intra gender discrimination as usually happens in private vacancies. Therefore, the law should clearly sanction that vacancies are not partial, and for any post and profession advertised to give the opportunity to apply women and men equally. In this way the up to date divisions of "occupations for men" and "occupations for women" will be eliminated. In addition, the future legal amendments, should specify that language of vacancies, whether in public or private sector, to be gender neutral. This research has noted that many job vacancies for the job title, in addition that they are written in the masculine gender, also the description of duties primarily refers to male candidates. Since such a practice has proven to be discouraging for women to apply, we suggest that the Law on Gender Equality and the Labour Law require the job titles in vacancies to include both women and men together like for example Manager, Receptionist, Senior Official in both genders. These measures will eliminate gender stereotypes on the division of professions between genders and in general will contribute to increasing the women employment rate, because the number of women registered as job-seeker is almost equal to that of men, which means that women are equally interested to work as men.
- To prevent discrimination in the civil service** – In addition to the measures for increasing the employment rate of women in general, some measures must also be taken to increase the representation of women in managerial positions. Amendments should start from the public sector. But currently women remain very little represented in this sector. In the Kosovo Civil Service, over 94% of high managerial positions are dominated by men. This analysis has proven that one of the factors that have contributed to this aspect is the masculine coded language which is used in the job titles and job descriptions. All 1,562 titles of jobs in the civil service are masculine. In order to improve this situation, we suggest that all job titles in the Catalogue of Jobs in the Civil Service of Kosovo be written with gender perspective; in other words, manager (M/F), researcher (M/F). As argued above, the clause that encourages the application is not enough if a vacancy notice contains masculine coded language. Therefore, the changes should start with the job title.

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The GAP Institute is a Think-Tank established in October 2007 in Kosovo. The main goal of GAP is to attract professionals to create an environment of professional development and research, which is encountered in similar institutions in western countries. This also provides the opportunity for Kosovars to research, develop and implement projects with the aim of advancing Kosovar society. The priority of this Institute is to mobilize professionals in addressing the economic, political and social challenges of the country. The main goals of GAP are to fill the gaps between the Government and the citizens, and also fill the gaps between problems and solutions.

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