

## Guardian of minorities

The concern for attracting and retaining a diverse workforce has led to the creation of a new career – and this professional must look more carefully at the unique characteristics of each individual

Faced with the difficulties in attracting, selecting and retaining talent that differs from what they are used to, companies need specialized personnel to help them make their workplace more heterogeneous. That's how the profession of diversity specialist arose. "Since 2015, the demand for this professional has increased 40%," said Paulo Mendes, partner at Amrop 2GET, a global executive search firm.

Debora Gepp, 28, embarked on this career two years ago when she became global diversity analyst at Braskem, a chemical company. She develops strategies to attract women, blacks, people with disabilities and the LGBTQA+ public, which include lesbians, gays, bisexuals, transsexuals, queers (non-binary) and asexual individuals, among others. She also needs to balance the number of young and older employees and creates programs that reduce socio-economic differences, enabling low-income employees to have a chance to apply for better jobs. Her three-year experience as volunteer at the United Nations and a degree in social sciences helped her to stand out in the profession. "Talking to different people helped me understand what we needed to make the selection processes more inclusive." As the only person responsible for diversity at Braskem, one of her first initiatives was to create a team of 90 ambassadors from different areas, willing to disseminate the theme of diversity across the organization.

Since there is no specific course to become a diversity leader, knowledge is acquired through free courses, some available online. Most of the professionals in this area are graduates in humanities, such as social sciences, law, psychology and philosophy. In general, a diversity leader in Brazil holds the position of analyst or manager. But in more mature markets such as the United States, there is the position of chief diversity officer (CDO), who reports directly to the CEO. Google, Itaú, Carrefour and Natura are some of the companies in Brazil that have a diversity leader. As such, this profession is expected to become increasingly more common.

### A day at work

Working hours: 8 hours, only on weekdays

20%

Managing annual initiatives and participating in meetings

Allocation of time

50% connecting with the people involved in the theme inside and outside the company

30%

Analyzing data and outlining strategies to attract and retain minorities

Key activities

- check the status of initiatives built

- support the communication department on preparing materials for specific dates, such as the

day to combat racism and homophobia

-Develop initiatives for diverse stakeholder groups

Salary

Between R\$5,000 and R\$10,000

Opportunities

4 vacancies

Main skills

- have empathy
- be capable of anticipating conflicts that diversity can bring to the company
- maintain healthy relations with people from different areas
- communicate well
- have knowledge of issues and experience of diverse groups
- know the laws and human rights

Positive points

Results of the work appear when the company's culture changes, the minority population increases and leaders get engaged in the theme

Who hires

Multinationals and large Brazilian companies

Negative points

Very often you have to deal with prejudiced people and this requires self-control to not lose your mind when arguing for a cause

What you must do to enter this area

invest in courses, forums and specialization programs on management and diversity, network with activists and attend events on the theme