



TargetRecruit API Integration with Haley Marketing Group Job Board

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Haley Marketing Job Board Overview

Haley Marketing Group's Job Board is a hosted solution that allows TargetRecruit users to easily post details of job opportunities to their corporate websites and manage candidate applications from within TargetRecruit. Key features of Haley Marketing's job board include:

- Search Engine Optimization for each individual job opportunity, including optimization of URL, page title and meta descriptions based on job title and geographic location.
- Robust social media integration allowing jobs to be shared on Facebook, LinkedIn, Twitter, and via email.
- Ability to send jobs to job aggregators like ZipRecruiter, CareerJet and PostJobFree.com.
- RSS feeds of jobs by category or any search results.
- Mobile-optimized interface specifically designed for job seekers using smartphones.
- Keyword and proximity-based searching.
- Intelligent job alerts to automatically notify candidates of new opportunities.
- Automated and on-demand email marketing of job openings to encourage referrals and reactivation.

TargetRecruit Integration Overview

The Haley Marketing Group job board integration with TargetRecruit uses TargetRecruit's API to pass data between the job board and TargetRecruit. Jobs are pulled from TargetRecruit hourly and are posted to the job board. Candidates can search for jobs and then apply. By default, candidate information is passed back into TargetRecruit via the API, or a client may choose to disable this feature.

Getting Started

Before implementing the TargetRecruit API integration with the Haley Marketing Group job board, a job board must be setup. The setup process includes creating a sub domain for the job board (e.g., jobs.yourstaffingcompany.com) pointed to the IP address provided by Haley Marketing Group, creating a template for the job board that will match or compliment the current website, and linking the job board to the website. Your Haley Marketing Group Project Manager will assist with all of these steps.

Setting up the TargetRecruit API Integration

In order to set up the Haley Marketing Group Job Board with the TargetRecruit API, you will need to provide the following information to Haley Marketing Group (you may need to reach out to TargetRecruit to get this information):

TargetRecruit API Information Needed for Integration	
TargetRecruit_EmailToCandidate_address	
TargetRecruit_api_url (API Endpoint)	
Consumer Secret*	

Once your project manager has this information, the integration will be configured, and job data will begin to flow into the job board. At this time, it is recommended that you perform a complete run-through of the candidate experience, so you are familiar with the process.

If you have any questions from this point forward, please contact your project manager or Haley Marketing Success team via <http://helpme.haleymarketing.com>.

* To find your Consumer Secret in TargetRecruit:

1. Log in to your Salesforce account.
2. Go to Setup by clicking on the gear icon in the top-right corner.
3. In the Quick Find / Search, search for "Apps" and select the same
4. Scroll down to the Connected Apps section and click on HaleyMarketing.

Posting Jobs to the Job Board

All open and published jobs in TargetRecruit will be published to the Haley Marketing Job Board on your website. Jobs are posted, updated and removed hourly, around the clock.

Field Mapping from TargetRecruit to the Haley Marketing Job Board

The fields in TargetRecruit that will be used to post jobs to the Haley Marketing Job Board on your website follow:

JB Field Mapping	HMG JB Field	API Fieldname	TargetRecruit Display Fieldname
Required Fields	title	jobTitle	Job Title
	date	postDate	Created By
	referencenumber	jobNumber	Job Num
	city	jobCity	City
	state	jobState	State
	country	country	Country
	postalcode	jobPostalCode	Postal Code
	description	jobDescription	Job Description Rich
	category	jobCategory	Job Category
Optional Fields	Address1	streetAddress	Street Address
	jobtype	jobType	Job Term
	salary	payRateHigh / payRateLow	Salary Range(year)
	repeemail	recruiterEmail	Recruiter

Candidate Entry into TargetRecruit

When a candidate comes to the Haley Marketing Group Job Board on your website, he or she will search through the jobs and may choose to apply. The application process follows:

1. The candidate will complete the application and submit the form.

Name*

<input type="text"/>	<input type="text"/>
First	Last

Email* **Phone***

<input type="text"/>	<input type="text"/>
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Upload Resume

No file selected.

Please submit your resume in either Microsoft Word or PDF format. (1MB max)

2. The Haley Marketing Job Board queries TargetRecruit to see if the applicant's email address exists in any TargetRecruit candidate record.

If a match is not found, a new contact record will be created, and a Job Applicant is added to the under the job posting. An application notification is sent to the recruiter on the job. If a resume is uploaded during the application process, it parsed by TargetRecruit and added to the contact record under "Files" and "Notes & Attachments".

Field Mapping into Candidate Records

Haley Application fieldname	TargetRecruit fieldname
First Name	Name
Last Name	Name
Email	Email
Phone	Mobile
Address	Not supported
City	Not supported
State/Province	Not supported
Zip Code	Not supported
Cover letter	Not supported (data goes into myHaley/notification only)
Resume	Files and Notes & Attachments
Category ("Types of Jobs")	Not supported (data goes into myHaley/notification only)
Referral source	Integration Source
Primary source	Set to Haley Marketing (under Sources)

Application/Registration FAQ

What happens when a candidate signs up on the job board?

A contact record is created in TargetRecruit. A notification is sent to the default Job Board owner if this notification is enabled.

What happens when a candidate submits an application?

A contact record is created in TargetRecruit (if new candidate) and a Job Applicant is created on the posting. An application notification is sent to the Recruiter on the job.

What happens when a candidate submits the Quick Apply form (Skip the Search)?

A contact record is created in TargetRecruit. An application notification is sent to the default Job Board owner.

Do I have to have candidates entered into TargetRecruit?

You may request that the entry of candidate data into TargetRecruit be disabled; If this is requested, you will continue to receive application notifications, but no data will be passed via the API into TargetRecruit.

Candidate Account Management

A candidate may return to the Haley Marketing Group Job Board at any time and login using his email and password. If the candidate does not know his password, he can ask for it to be emailed.

After logging in to the Haley Marketing Job Board, the candidate can update his address information, permission to email and password. The updated information is not updated in TargetRecruit. Subsequent applications will be added to the job posting and contact record as a job applicant.

Customizing the Haley Marketing Group Job Board

You will notice that there are several areas of the job board that can be customized to meet your company's individual needs. For example, you may change field labels, you may turn on or off proximity search, etc.

For details about customizing your job board, please refer to the Help Center:

<https://haleymarketing.zendesk.com/hc/en-us/articles/115000093586-Job-Board-Training-Guide>