



Job Board with eRecruit API Integration

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Haley Marketing Job Board Overview

Haley Marketing Group's Job Board is a hosted solution that allows eRecruit users to easily post details of job opportunities to their corporate websites and manage candidate applications from within eRecruit. 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 Indeed, ZipRecruiter, and many more.
- 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.
- Recruiter pictures and profiles can be associated with each job to help build relationships.

eRecruit Integration Overview

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

Getting Started

Before implementing the eRecruit 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 eRecruit API Integration

In order to set up the Haley Marketing Group Job Board with the eRecruit API, you will need to provide the following 4 pieces of information to Haley Marketing Group:

- 1. eRecruit API Credentials**

This is a URL and username/password which allows the Haley Marketing Group Job Board to access the data in your eRecruit account to pass data back and forth between the job board and eRecruit. If you don't have this type of account set up, please contact your eRecruit support team. The user account should be used only by Haley Marketing, to avoid disruption to any other services you may be using with other vendors. This user account must remain active and unchanged as long as you use the Haley Marketing Group Job Board with eRecruit API integration. Changing this user will result in the integration process failing.

- 2. eRecruit GUI Credentials**

This is a URL and username/password which allows the Haley Marketing Group Job Board to access the data in your eRecruit account for testing and troubleshooting purposes. If you don't have this type of account set up, please contact your eRecruit support team.

- 3. eRecruit Entity ID(s)**

Your Haley Marketing job board integration supports up to three entities on one job board. If you have more than one division's jobs in your entity, it may be necessary to use a filtering process. If you do not have a field in eRecruit that can be used to filter jobs, you can set up a custom field. [Read more here](#), and ask your project manager for details for your particular set up.

4. eRecruit Default Folder Group ID

If a candidate applies without being connected to a specific job, eRecruit still requires a folder group ID to be set as default.

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 Haley Marketing via <http://helpme.haleymarketing.com>.

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 choose to display or not display the recruiter bios image and description, 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:

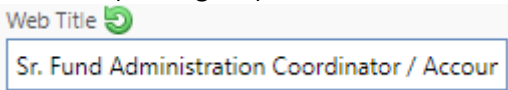
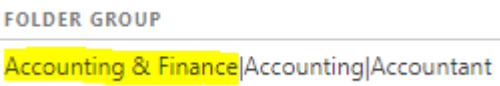
<https://haleymarketing.zendesk.com/hc/en-us/articles/115000093586-Job-Board-Training-Guide>

Posting Jobs to the Job Board

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

Field Mapping from eRecruit to the Haley Marketing Job Board

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

| eRecruit Field | Haley Marketing Job Board Field | Location in eRecruit |
|---|---------------------------------|--|
| PositionID | Job Number | Displayed in the title at the top of the posting in eRecruit |
| WebPositionTitle | Job Title | Web Title (Posting tab)  |
| PositionType | Employment Type | Optional field – Position Type (Position tab - general section) |
| CategoryName | Industry/Category (categories) | Required – Folder Group (first value within Folder Group)  |
| DatePosted | Post Date | Date displayed on the job board |
| address | Location | From the eRecruit address object; Displayed with the state field as “Location” |
| address | State | From the eRecruit address object |
| WebDescription | Description | Required |
| ReplyToEmail | Recruiter | On Posting tab in eRecruit - Determines where application notification are sent and whose bio appears on each job (bio display is optional) |
| 'Web Minimum Salary' & 'Web Maximum Salary' | Pay Rate | On Posting tab in eRecruit |

Candidate Applications in eRecruit

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*

First


Last

Email*

Phone*


Upload Resume

Browse... No file selected.

 Choose from Dropbox



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

 Add Cover Letter (optional)

Submit This Information

- The Haley Marketing Job Board queries eRecruit to see if the applicant’s email address exists in any eRecruit candidate record.

If a match is found, the candidate’s application will be attached to the existing record.

If a match is not found, a new record will be created.

Field Mapping into Candidate Records:

| Haley Marketing Application Field | eRecruit GUI Field Name |
|--|---------------------------------|
| First Name/Last Name | Name |
| Email | Main Email |
| Address/City/State/Zip Code | Main Address |
| Phone | Home Phone |
| Cell Phone | Mobile Phone |
| Cover Letter | Attached to profile as text doc |
| Resume | Attached to profile |
| Why types of jobs...? | Not mapped to profile |
| How did you hear...? (or referral token) | Candidate Source |

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 will be updated on the candidate record in eRecruit. Subsequent applications will be added to the candidate record.