AviontéBOLD API Integration with Haley Marketing Career Portal

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Haley Marketing Career Portal Overview

Haley Marketing Group's Career Portal is a hosted solution that allows AviontéBOLD users to easily post details of job opportunities to their corporate websites and manage candidate applications from within AviontéBOLD. Key features of Haley Marketing's Career Portal 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 integration that allows jobs to be shared on social media sites such as Facebook, LinkedIn, and 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 that automatically notify candidates of new opportunities.

- Automated and on-demand email marketing of job openings to encourage referrals and reactivation.

AviontéBOLD Integration Overview

The Haley Marketing Group Career Portal integration with AviontéBOLD uses AviontéBOLD's API to pass data between the Career Portal and AviontéBOLD. Jobs are pulled from AviontéBOLD hourly and are posted to the Career Portal. Candidates can search for jobs and then apply. By default, candidate information is passed back into AviontéBOLD via the API, or a client may choose to either disable the passing of data to Avionté and be notified via email when applications are submitted.

Getting Started

Before implementing the AviontéBOLD API integration with the Haley Marketing Group Career Portal, a Career Portal must be set up. The setup process includes creating a sub domain for the Career Portal (e.g., jobs.yourstaffingcompany.com). This sub domain will point to the address provided by Haley Marketing Group, creating a template for the Career Portal that links to and complements the design of your website. Your Haley Marketing Group Project Manager will help with these steps.

Setting up the AviontéBOLD API Integration

To set up the Haley Marketing Group Career Portal with the AviontéBOLD API, you will need to submit a request through Avionté Support, and they will send Haley Marketing the following information:

- Tenant ID
- JSON Feed
- Web Apply API Key
- General Application URL

Once your project manager has this information, the integration will be configured, and job data will begin to flow into the Career Portal. Currently, 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.

Posting Jobs to the Career Portal

AviontéBOLD will publish all jobs marked as "Posted" to your website's Haley Marketing Career Portal. Jobs are posted, updated and removed hourly, around the clock.

Field Mapping from AviontéBOLD to the Haley Marketing Career Portal

The fields in AviontéBOLD that will be used to post jobs to the Haley Marketing Career Portal on your website follow:

CP Field Mapping	HMG CP Field	AviontéBOLD Display Fieldname
Fields	title	Job Posting Status and Options: Job Title
	date	Displayed on Job Posting Status and Options Widget
	referencenumber	Requisition ID
	city	Job Posting Status and Options: Job City
	state	Job Posting Status and Options: Job State / Region
	country	Job Posting Status and Options: Job Country
	postalcode	Job Posting Status and Options: Job Zip/Postal
	description	Job Posting Status and Options: Job Description
	category	Position Categories and Skill Set: Primary Position Category
	repmail	Job Owners (supports one owner only – first owner listed)
	jobtype	Operations & Financials: Job Type
	Salary	Operations & Financials: Target Pay Rate
	Not displayed	Branch / Home Office (is stored for each job)

Candidate Entry into AviontéBOLD

When a candidate comes to the Haley Marketing Group Career Portal on your website, he or she will search through the jobs and may choose to apply. If you have a zip code required on your application process in Avionté, then you must require a zip code on the Haley application. To determine which version of the application and what settings are needed, please refer questions to your Haley project manager.

The application process follows:

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

2. An account on the Career Portal is created, allowing the candidate to come back and quickly apply, save searches, and manage their profile.

3. The Haley Marketing Career Portal queries AviontéBOLD to see if the applicant's email address exists in any AviontéBOLD candidate record.

    If a match is NOT found, a new talent record will be created, a web applicant record is added in the Talent area under the job posting, and an activity is added on the talent record. An application notification is sent to the job owner. If a resume is uploaded during the application process, it is added to the talent record.

    If a match IS found, a web applicant record is added in the Talent area under the job posting, and an activity is added to the existing talent record. An application notification is sent to the job owner. If a resume is uploaded during the application process, it is added to the talent record.

Field Mapping into Candidate Records

Haley Application fieldname	AviontéBOLD fieldname
First Name	First Name
Last Name	Last Name
Email	Email 1
Phone	Home Phone or Mobile Phone, depending on settings in myHaley
Address	Address 1
City	City
State/Province	State/Province
Zip Code	Zip / Postal
Cover letter	Goes into myHaley/notification only
Resume	Resume tab on talent record
Referral source	Displayed on Activities under web applicant
Branch	Home Office
Education	Education Tab
Work History	Work History Tab
Branch	Home Office (set based on branch set on job applied for, or candidate selection upon Career Portal signup)
Talent Status	Talent Status (Online Applicant is default)*

* Talent Status can be customized – please see your project manager for details. Talent Status must exist in Avionte for our system to be able to set it. Status will not be updated on existing applicants.

Application/Registration FAQ

What happens when a candidate submits an application?
A talent record is created in AviontéBOLD for new applicants, and a web applicant record is added. An application notification is sent to the job owner.

What happens when a candidate registers or signs up on the Career Portal, or submits the Quick Apply form (Skip the Search)?
A talent record is created in AviontéBOLD under the branch the applicant selects when signing up. A list of branches is pulled from Avionté's client branch list. A candidate signup or application notification is sent to the default Career Portal owner. If you would prefer to not display the list of branches, please talk to your project manager. If you would like to hide some branches from the list, see instructions here.

Do I have to have candidates entered into AviontéBOLD?
You may request that the entry of candidate data into AviontéBOLD be disabled. If this is requested, you

will continue to receive application notifications, but no data will be passed via the API into AviontéBOLD.

Do candidates from job aggregators like Indeed and ZipRecruiter get added to Avionté?
Yes, as long as the source of your jobs on third party aggregators is the Haley master job feed, and the aggregator works with us via Apply with Indeed/ZipRecruiter, we do pass the candidate/job application to Avionté. Please note, sometimes the applicant data is not complete from these sources – location is not always sent and may not always populate on candidate records originating from those sources.

Candidate Account Management

A candidate may return to the Haley Marketing Group Career Portal at any time and login using their email and either a magic link or a password. If the candidate does not know their password, they can request a reset.

myHaley and Career Portal Customization

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

The back-end interface for your Career Portal is called myHaley. This is where you can adjust settings for your Haley Marketing Career Portal, such as hiding, displaying or relabeling fields on your jobs, managing Recruiter Bio information, managing Category Mailings, enabling job aggregator syndication, social sharing settings, and much more. Your project manager will provide login information during the setup of your Career Portal, as well as more documentation on myHaley functions.

Because your job data comes from Avionté, you shouldn't be adding/editing/removing jobs from myHaley, but there is a lot of information that you can access there, including job views, clicks, and applications. Any changes to jobs should be made within your Avionté interface and will update hourly on the Haley Career Portal.

For details about logging into myHaley to customize your Career Portal, please refer to the Help Center:
https://haleymarketing.zendesk.com/hc/en-us/articles/115000093586-Job-Board-Training-Guide