



BirdDog 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 BirdDog users to easily post details of job opportunities to their corporate websites and manage candidate applications from within BirdDog. 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, Google+ 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.
- Recruiter pictures and profiles can be associated with each job to help build relationships.

BirdDog Integration Overview

The Haley Marketing Group job board integration with BirdDog uses BirdDog's API to pull data from BirdDog to display on the job board. Jobs are pulled from BirdDog hourly and are posted to the job board. Candidates can search for jobs and then apply. A client may choose to use BirdDog's application process (candidates pass into BirdDog) or use Haley's built-in application (candidates do not pass into BirdDog).

Getting Started

Before implementing the BirdDog 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 BirdDog API Integration

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

BirdDog API Credentials

This information allows the Haley Marketing Group Job Board to access the data in your BirdDog account to pull job data from BirdDog. 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 BirdDog API integration. Changing this user will result in the integration process failing.

BirdDog APICredentials	
Client ID:	
API Username:	
API Password:	

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>.

Posting Jobs to the Job Board

All jobs marked as Job Status: Open in BirdDog 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 BirdDog to the Haley Marketing Job Board

The fields in BirdDog 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
Required Fields	title	jobTitle
	date	createDate
	referencenumber	jobId
	city	city
	state	stateAbbrev
	country	countryAbbrev
	postalcode	postalCode
	description	description
	category	eeoJobCategory
	company	not supported
	jobtype	not supported
	reppemail	assignedTo (only 1 email address supported)
	url	not supported

Candidate Application Process

When a candidate comes to the Haley Marketing Group Job Board on your website, they will search through the jobs and may choose to apply.

If a client chooses to use BirdDog's online application, we will load the base URL and append the job ID, so that will load when a candidate clicks "Apply Online". The application process, in this case, is managed by BirdDog.

ex. [https://jobs.ourcareerpages.com/jobapplication/\[jobIDgoeshere\]](https://jobs.ourcareerpages.com/jobapplication/[jobIDgoeshere])

If a client chooses not to use the BirdDog application, they may use the Haley Marketing application process as follows (please note: candidate is not passed into BirdDog using this process):

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

Name*

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

Email*

Phone*

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 the job board database to see if the applicant's email address exists.

If a match is not found, the candidate will be registered with your job board upon submitting the application. An application notification is sent to recruiter assigned to the job in BirdDog.

If a match IS found, the candidate will be prompted to request a magic login email or to login with a username and password. Once logged in, they can apply as shown above.

Haley Marketing Application/Registration FAQ

What happens when a candidate submits an application?

An application notification is sent to recruiter assigned to the job in BirdDog.

What happens when a candidate registers or signs up on the JB?

A candidate signup notification is sent to the default Job Board owner. These notifications are optional and can be disabled in myHaley.

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 BirdDog. Subsequent applications will be added to the candidate record.

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>