Staff Trak API Integration with Haley Marketing Group Job Board

Still have questions? Please visit our help center at <u>helpme.haleymarketing.com</u>. Here you can search our knowledgebase, view training videos, and submit support tickets for additional assistance.

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Haley Marketing Job Board Overview

Haley Marketing Group's Job Board is a hosted solution that allows Staff Trak users to easily post details of job opportunities to their corporate websites and manage candidate applications from within Staff Trak. 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.

Staff Trak Integration Overview

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

Getting Started

Before implementing the Staff Trak 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 Staff Trak API Integration

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

Staff Trak API Credentials

Staff Trak API Credentials	
API URL:	
API Username (User Id):	
API Password:	
API ID (Member Alias):	
API Key (Client ID):	

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 active, up to date jobs in Staff Trak 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 Staff Trak to the Haley Marketing Job Board

The fields in Staff Trak 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	Staff Trak Display Fieldname
Required Fields	title	title	Job Title
	date	date_added	Posted Date
	referencenumber	id	Reference ID
	city	city	Location
	state	state	From company info
	country	country	From company info
	postalcode	zip	From company info
	description	description	Description
	category	category	Job Category
Optional Fields	jobtype	OrderType	Employment Type*
	salary	pay_rate	Salary From and Per fields
	repfirstname	first_name	Worked By
	replastname	last_name	Worked By
	repemail	email	Contact Email

* Employment Types are converted from codes to display values based on the following:

OrderType	Display EmploymentType
TH	TEMPORARY
IO	TEMPORARY
CS	TEMPORARY
PM	FULL_TIME
TP	TEMPORARY
CT	CONTRACTOR
BO	FULL_TIME

Candidate Entry into Staff Trak

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   Choose from Google Drive™

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

⊕ Add Cover Letter (optional)

Submit This Information

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

   If a match is not found, a new applicant will be created and added to the under the Recruitment Tab on the order. An application notification is sent to the recruiter. If a resume is uploaded during the application process, it is added to the applicant under Documents.

   If a match is found, the applicant and the order records are updated, and a notification is sent to the recruiter.

Field Mapping into Candidate Records

Haley Application fieldname	Staff Trak fieldname
First Name	First Name
Last Name	Last Name
Email	E-mail
Phone	1st Contact
Address	Street
City	City
State/Province	Province
Zip Code	Postal Code
Cover letter	Not supported (data goes into myHaley/notification only)
Resume	Documents*
Category ("Types of Jobs")	Not supported (data goes into myHaley/notification only)
Referral source	Not supported

*PDF and Word documents are supported – Staff Trak currently supports the preview/viewer for PDF resumes only.

Application/Registration FAQ

What happens when a candidate submits an application?
An applicant is created in Staff Trak. An application notification is sent to the recruiter.

What happens when a candidate registers or signs up on the job board, or submits the Quick Apply form (Skip the Search)?
Nothing is sent to Staff Trak. A candidate signup or application notification is sent to the default Job Board owner.

Do I have to have candidates entered into Staff Trak?
You may request that the entry of candidate data into Staff Trak be disabled; If this is requested, you will continue to receive application notifications, but no data will be passed via the API into Staff Trak.

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 Staff Trak. 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