



## Job Board with Bullhorn REST API Integration

Still have questions? Please visit our help center at [helpme.haleymarketing.com](https://helpme.haleymarketing.com). Here you can search our knowledgebase, view training videos, and submit support tickets for additional assistance.

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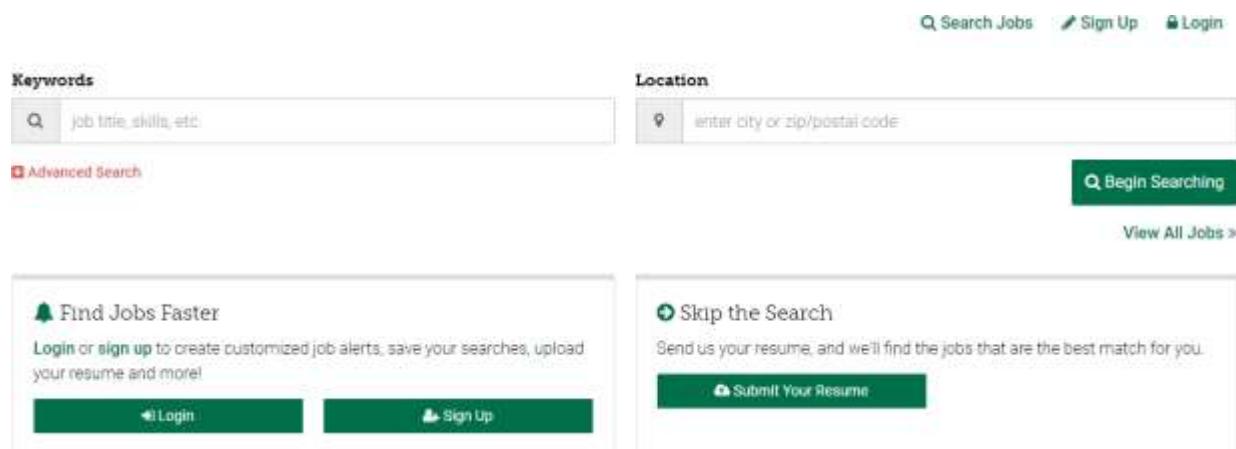


### Haley Marketing Job Board Overview

Haley Marketing Group's Job Board is a hosted solution that allows Bullhorn users to easily post details of job opportunities to their corporate websites and manage candidate applications from within Bullhorn. 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.
- Automated distribution of jobs to an ever-growing list of job aggregators.
- 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.
- Referral tracking and management, including variable referral bonus amounts can be assigned to individual jobs.

### Sample Job Search page:



The screenshot shows a job search interface with the following elements:

- Search Fields:** "Keywords" (input field with placeholder "job title, skills, etc.") and "Location" (input field with placeholder "enter city or zip/postal code").
- Buttons:** "Advanced Search" (link), "Begin Searching" (green button with magnifying glass icon), and "View All Jobs >" (link).
- Call-to-Action Boxes:**
  - Find Jobs Faster:** "Login or sign up to create customized job alerts, save your searches, upload your resume and more!" with "Login" and "Sign Up" buttons.
  - Skip the Search:** "Send us your resume, and we'll find the jobs that are the best match for you." with "Submit Your Resume" button.

## Sample Job Details Page:

### IT Blogger - Freelance

Williamsburg, NY 14221 | Freelance

POST DATE: 09/12/2017 CATEGORY: Writing  
PAY RATE: \$25 per 350-500 word, SEO-optimized post

#### Job Description ▾

##### Can you write knowledgeably about the IT industry?

Can you create content that busy executives can't resist?

Do you have a voice that will stand out from all of the noise on the internet?

We are seeking experienced writers who can research and write engaging, relevant and timely blog posts and short articles for our clients in the IT staffing industry.

We offer competitive pay (\$25 per 350 – 500 word, SEO-optimized post), a fun and professional work environment, and tons of flexibility (work whenever and wherever you want, as long as you meet your deadlines!).

#### Job Requirements ▾

You can work from home or your favorite coffee shop – we're not picky – as long as you can.

- Write and edit content that adheres to best practices in tagging, keyword usage, headline creation and basic search optimization.
- Meet all project deadlines.
- Conduct a quality check to ensure blog posts are error-free and conform to our style guide and quality standards.
- Ensure our clients are happy with finished copy.
- Produce content that is free of typographical, spelling and grammatical errors.

The ideal candidate has:

- Professional editing and/or writing experience (preferably for online media)
- Knowledge of IT terminology and workforce management concepts
- Strong online research skills
- Proven editing ability
- Attention to detail
- Ability to work independently
- Excellent time management, prioritization and organizational skills
- Experience writing about staffing, recruiting or HR topics would be a plus.

#### Additional Information ▾

Up to the challenge? Please include your cover letter, resume and recent copy samples when you apply.

\*\*Note: You must pass writing test before being hired.

#### Meet Your Recruiter ▾



Mandy Wittschcn

I'm Haley Marketing's Content Manager, and my job is to ensure we produce amazing copy and entertaining content for our clients. I'm always looking for gifted writers to join our team!

New Search Sign Up Login

Apply Online

Apply with Indeed

Apply with Facebook

Apply with LinkedIn

APPLY WITH MONSTER

Not ready to apply?

Apply Later

#### Share This Job:



Refer A Friend

At Haley Marketing Group, we are always looking for superstars. If you know someone who you think would be a perfect fit for our team, please let us know.

#### Related Jobs:

[Freelance Blogger - Finance Industry and Workforce Management Topics](#) ▾  
Williamsburg, NY

Apply Online Apply with Indeed Apply with Facebook Apply with LinkedIn

APPLY WITH MONSTER

### Bullhorn Integration Overview

The Haley Marketing Group job board integration with Bullhorn uses Bullhorn's REST API to pass data between the job board and Bullhorn. Jobs are pulled from Bullhorn hourly and are posted to the job board. Candidates can search for jobs and then apply. Candidate information is passed back into Bullhorn via the REST API. Sign up for a live webinar or view archived Bullhorn integration webinars here: <https://helpme.haleymarketing.com/hc/en-us/articles/207681306-Upcoming-Training-Webinars>

### Getting Started

Before implementing the Bullhorn REST API integration with the Haley Marketing Group job board, a job board must be setup. The setup process includes creating a subdomain 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 integrating jobs from Bullhorn onto your new job board. Your Haley Marketing Group Project Manager will assist with all of these steps.

### Setting up the Job Board Sub Domain

Instructions for setting up a sub domain for your job board can be found in Haley Marketing's Help Center: <https://haleymarketing.zendesk.com/hc/en-us/articles/200290036-Updating-your-DNS-Zone-record>

Alternatively, your project manager can setup the sub domain on your behalf. You will need to provide login credentials to access your domain's DNS Zone file. Usually this is the account where you domain was registered.

Once the sub domain has been setup, please notify your project manager at Haley Marketing Group.

### Setting up the Job Board Template

Your Haley Marketing Group Job Board will be linked from your main website. For best results, we recommend that your job board be setup to look like a page within your site. To do this, the job board will need a custom partner brand template.

If you have a web developer that you prefer to work with, you can provide him with the instructions found in Haley Marketing's Help Center: <https://haleymarketing.zendesk.com/hc/en-us/articles/200099988-Job-Board-Remote-Template-Branding-Guide-for-Web-Developers>. This allows your web developer to maintain control over the template if you make changes to your website in the future.

Alternatively, Haley Marketing Group can create and host the template on your behalf.



Once your template has been completed, please notify your project manager of the URL for that template page. It must be publicly accessible to work with your job board.

### **Linking the Job Board to your Website**

As soon as the job board template has been setup and applied to your Haley Marketing Group Job Board, you can link have your website developer link the job board to your site. Usually the job board replaces any search jobs links on the main menu, is linked somewhere on the home page, and is linked throughout any candidate pages of your site. You can also have feeds of jobs placed on your website, or links to the job application.

At this point, the job board is not integrated with the Bullhorn REST API so you may want to hold this step until the integration has been setup and is tested.

Note that linking the job board to your website is not part of the one-time job board setup fee. If you need Haley Marketing Group to update your website, this will be billed hourly at current rates.

### **Setting up the Bullhorn REST API Integration**

In order to setup the Haley Marketing Group Job Board with the Bullhorn REST API, you will need to follow the process on the next few pages to request that Bullhorn send Haley Marketing the following:

- **Bullhorn REST API Key -**  
This is a unique key that, paired with a user, allows the Haley Marketing Group Job Board to access the data in your Bullhorn account to pass data back and forth between the job board and Bullhorn.
- User Account in Bullhorn setup with these exact specifications -  
**Username:** haley.marketing.yourstaffingcompany (Bullhorn will create this user)  
**Password:** (Bullhorn will set this password)  
This user account must remain active and unchanged as long as you use the Haley Marketing Group Job Board with Bullhorn REST API integration. Changing this user will result in the integration process failing.  
Note that you should not incur a charge from Bullhorn for this user account.

Please understand that due to current Massachusetts privacy laws, Haley Marketing Group cannot contact Bullhorn to release this information on your behalf.

### Requesting a Bullhorn REST API Key and Account

#### Prerequisite

Only dedicated approved contacts will be able to submit tickets to Bullhorn these are called 'Account contact' or 'Support contact'. Please have the main account/support contact who usually submits ticket to Bullhorn to follow these instructions.

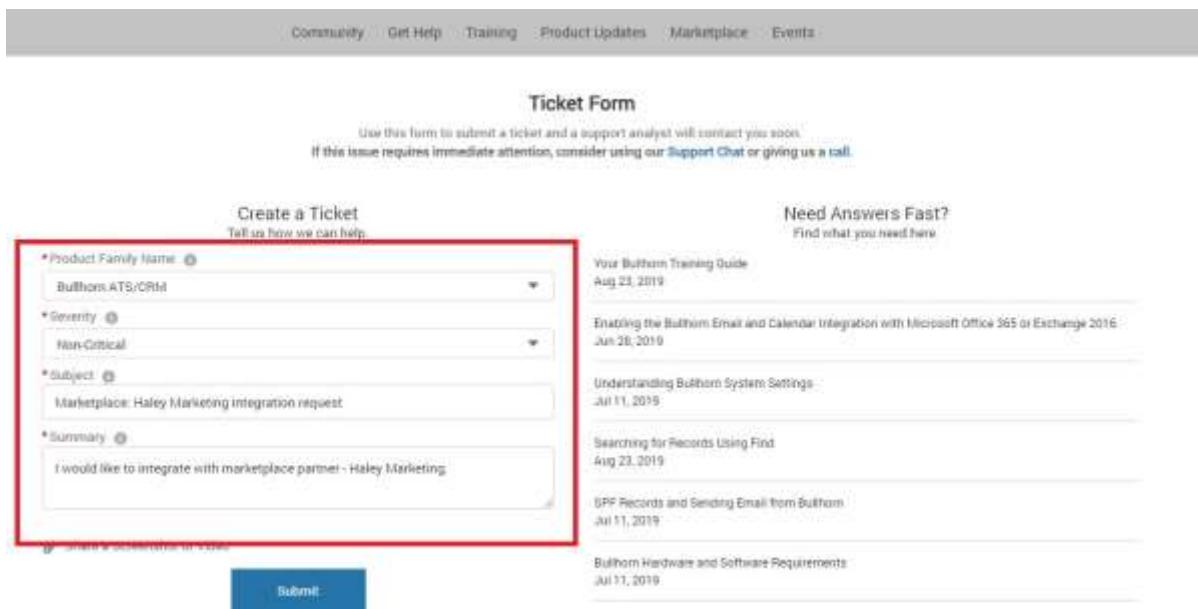
If the support contact or account contact are having difficulties with submitting tickets they should contact Bullhorn support via the following numbers to have this rectified before proceeding.

US Support | +1 617-478-9126

UK Support | +44 800 032 2848

#### Submitting a Ticket to Bullhorn for Integration with the Haley Marketing Job Board

1. Log into Bullhorn and click Help to get to the Support Hub to submit a new ticket.
2. Complete the 4 fields exactly as shown below and then click on Submit.
  - Bullhorn ATS/CRM
  - Non-Critical
  - Marketplace: Haley Marketing integration request
  - I would like to integrate with marketplace partner - Haley Marketing.



The screenshot shows the Bullhorn Support Hub Ticket Form. At the top, there is a navigation bar with links: Community, Get Help, Training, Product Updates, Marketplace, and Events. Below the navigation bar is a section titled "Ticket Form" with a sub-instruction: "Use this form to submit a ticket and a support analyst will contact you soon. If this issue requires immediate attention, consider using our [Support Chat](#) or giving us a call." The main form area is titled "Create a Ticket" and has a sub-instruction: "Tell us how we can help." It contains four fields, each with a red border: "Product Family Name" (selected: Bullhorn ATS/CRM), "Severity" (selected: Non-Critical), "Subject" (selected: Marketplace: Haley Marketing integration request), and "Summary" (text: I would like to integrate with marketplace partner - Haley Marketing). To the right of the form is a sidebar titled "Need Answers Fast?" with a sub-instruction: "Find what you need here." It lists several articles with their titles and publication dates:

- Your Bullhorn Training Guide (Aug 23, 2019)
- Enabling the Bullhorn Email and Calendar Integration with Microsoft Office 365 or Exchange 2016 (Jun 28, 2019)
- Understanding Bullhorn System Settings (Jul 11, 2019)
- Searching for Records Using Find (Aug 23, 2019)
- BPP Records and Sending Email from Bullhorn (Jul 11, 2019)
- Bullhorn Hardware and Software Requirements (Jul 11, 2019)

3. You will receive a ticket confirmation number and the integration process will begin. Typically, the next correspondence you receive will outline the setup has been fully completed by Bullhorn.



## Job Board with Bullhorn REST API Integration

Once Bullhorn has sent this information to Haley Marketing, and we have confirmed that your subdomain was set up correctly, 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/sections/200036547-Job-Board-Version-3>

## Posting Jobs to the Job Board

All jobs with a **Publishing Status** of "Published – Approved" in Bullhorn will be published to the Haley Marketing Job Board on your website. Jobs are posted, removed and updated hourly. For more information about Publishing Status: <https://helpme.haleymarketing.com/hc/en-us/articles/201210927-Missing-Jobs-from-Bullhorn-REST-API>. If your Publishing Status field is not visible on your job posting screen, reach out to your Bullhorn Support team for assistance.

## Other Features with Bullhorn Integration

When you integrate your Haley Marketing job board with Bullhorn, there are features you may choose to use that require additional setup in Bullhorn. See instructions below, or reach out to your Haley Marketing Project Manager for help during the project setup phase. If you have questions after the setup is complete, our Success Team is happy to help – submit a ticket here:

<https://helpme.haleymarketing.com>

- [Setting up the Feature and Sponsor Flags for Posting Jobs from Bullhorn to the HMG Job Board](#)
- [Using the Remote Friendly Tag with Bullhorn](#)
- [Bullhorn-Integrated Job Boards and Social Sharing](#)
- [Setting up EEO Form with Bullhorn](#)
- [Adding Job-Specific Prequalification Questions with Bullhorn](#)
- [Adding Job-Specific Postqualification Questionnaires using Bullhorn](#)

## Field Mapping from Bullhorn to the Haley Marketing Job Board

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

Haley Job Board Field Name	Bullhorn Field Name	Common BH Display Name (Edit Page)
Job ID	id	Displayed at top of order page
Job Title	title	Job Title
Description	publicDescription	Public Description
Post Date	dateAdded	Date Added
Salary	payRate	Pay Rate
Salary	salary	Salary
Requirements	skills	Additional Keywords
Employment Type	employmentType	Employment
Industry	categoryID	Category
Location - City	city	City
Location - State	state	State or Province
Zip Code	zip	Zip
Country	countryID	Country
Recruiter	responseUserID	Published Contact Info (no custom mapping)

\* Most fields can be custom-mapped to alternate fields – ask your project manager for details.

**Optional Fields** - These fields can be set up by the client, and the client should provide their project manager with the BH Field Name for implementation.

Haley Job Board Field Name	Bullhorn Field Name	Common BH Display Name (suggested labels)
Featured Flag (default)	customText5	Feature this job for featured mailings?
Prequalification Form	TBD by client	What prequal should be used for this job? Enter the ID from myHaley here.
Short vs. Long Application	TBD by client	Should candidate fill out the short or long Haley Marketing application?
EEO Form	TBD by client	Use EEO form?
Referral Bonus Amount	TBD by client	Referral Bonus Amount
Referral Bonus Text	TBD by client	Referral Bonus Text
Allow Remote Access	TBD by client	Will this job allow someone to work remotely/from home?

**Publishing criteria that must be met for a job to publish to your job board:**

Bullhorn Field Name	Common BH Display Name	Value
isPublic	Publishing Status	must be "yes" or "1"
isOpen	Open/Closed	must be "open"
isDeleted	NA	must not be deleted

### Candidate Applications in Bullhorn

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.



The image shows a screenshot of a job application form. At the top, there are links for "Search Jobs", "Sign Up", and "Login". Below that, a heading says "Apply for the Social Media Marketing Advisor position". A note indicates "\* Denotes a Required Field".

**Contact Information** (Update your contact information, and attach your resume below)

\* First Name: [Text input field]

\* Last Name: [Text input field]

\* Email: [Text input field]

Address: [Text input field]

City: [Text input field]

State: [Text input field]

Zip Code: [Text input field]

\* Phone: [Text input field]

Cell Phone: [Text input field]

Cover Letter (Optional): [Text area input field]

Resume: Please submit your resume in either Microsoft Word or PDF format (1MB max).  
[Browse button] No file selected.  
Or Copy and Paste Your Resume: [Text area input field]

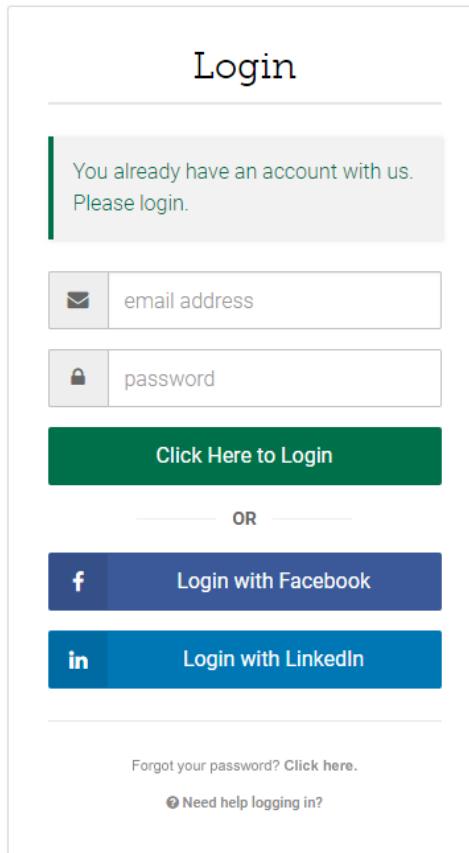
\* What types of jobs interest you?:  
[List input field]

- Accounting
- Admin - Clerical
- Other Area(s)

Send me Job Updates! By checking this box and submitting this form, I am giving my permission to HMG-Bullhorn Partnership to send me e-mail with new job opportunities and career news.

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

If a match is found, the candidate is prompted to login:

A screenshot of a login page. The page has a light grey background with a white central login form. At the top center, the word "Login" is written in a dark brown, sans-serif font. Below this is a horizontal line. A grey box on the left contains the text "You already have an account with us. Please login." in a smaller, grey font. To the right of this box are two input fields: the first is a white box with a small envelope icon on the left and the placeholder "email address" in light grey; the second is a white box with a small lock icon on the left and the placeholder "password" in light grey. Below these fields is a dark green button with the white text "Click Here to Login". Underneath the button is a horizontal line with the word "OR" in the center. Below "OR" are two social media login buttons: a dark blue button with a white "f" icon and the text "Login with Facebook", and a teal button with a white "in" icon and the text "Login with LinkedIn". At the bottom of the form, there is a small line of text "Forgot your password? Click here." followed by a blue link "Click here." and a smaller link "Need help logging in?".

After logging in, the candidate will be presented with the application again, filled with details from his record in Bullhorn. He may update any of the information and submit the application. The data will be updated in Bullhorn.

- If a resume was uploaded, it will not be parsed; it will be added to the files on the candidate record.
- The cover letter will be added as a note.
- A web response will be added to the job record.
- A confirmation page will be displayed to the candidate.

If no matching candidate record is found, a new candidate record is created and an email is sent to the candidate with his new login information. The application data will be updated in Bullhorn. New candidates are added with "New Lead" as a candidate status.

- If a resume was uploaded, it will be parsed and added to the files on the candidate record.
- The cover letter will be added as a note.
- A web response will be added to the job record.
- A confirmation page will be displayed to the candidate.

When a candidate applies for a specific job, the job's category can be passed into the candidate record into the Category field. This will not overwrite any existing data in that field, it will just ADD the category if it does not already exist on the candidate record. As part of the default process, "Other Area(s)" (or whatever you have set as your default category) will also display on the candidate record.

Job categories are only added when a candidate applies to a specific job, no category is added if the candidate is using the Quick Apply/Skip the Search option or applying without a specific job attached.

### Resume Parsing

The Bullhorn Resume Parsing function is invoked when a new candidate record is created in Bullhorn. It is not used when the candidate record already exists in Bullhorn.

The Haley Marketing Job Board calls the Bullhorn Resume Parser and waits for the parsed data to be returned. If the Bullhorn Resume Parser fails, a second attempt is made. Since this process can take up to 30 seconds to run, a third attempt is not made if the Bullhorn Resume Parser fails the second time.

If the Bullhorn Resume Parser fails two times for one candidate record, a note (*The uploaded resume was unable to be parsed.*) is added to the candidate record. The resume is uploaded into the files and the rest of the process will work as expected.

### Candidate Account Management

A candidate may return to the Haley Marketing Group Job Board at any time and login using his email and Bullhorn 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 Bullhorn.