



## **Loxo Integration with Haley Marketing Group Job Board**

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 Loxo users to easily post details of job opportunities to their corporate websites and manage candidate applications from within Loxo. 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.

## Loxo Integration Overview

The Haley Marketing Group job board integration with Loxo uses Loxo’s API to pull jobs from Loxo. Jobs are pulled hourly and are posted to the job board. Candidates can search for jobs and then apply. Loxo’s application interface is used for applying for a specific job.

## Getting Started

Before implementing the Loxo 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 Loxo Integration

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

### Loxo Credentials

| Loxo Credentials   |  |
|--------------------|--|
| API Endpoint URL:* |  |
| Bearer Token:      |  |

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>.

\* Haley Marketing requires ONE API endpoint per career portal. Haley Marketing will need your agency slug for the API Endpoint URL.

## Posting Jobs to the Job Board

All jobs marked published and status “Active” in Loxo 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 Loxo to the Haley Marketing Job Board

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

| JB Field Mapping | HMG JB Field    | Loxo Display                                 | Loxo API Fieldname |
|------------------|-----------------|--|--------------------|
| Required Fields  | title           | Title  | title              |
|                  | date            | Open Date                                    | published_at       |
|                  | referencenumber | Job ID is only visible in the URL of the job | id                 |
|                  | city            | City   | city               |
|                  | state           | State  | state_code         |
|                  | country         | Country                                      | country_code       |
|                  | postalcode      | Zip/Postal Code                              | zip                |
|                  | description     | Job Description                              | description        |
|                  | category        | Tags (1 <sup>st</sup> value displayed)       | category           |
| Optional Fields  | jobtype         | Commitment                                   | job_type           |
|                  | Salary          | Salary                                       | salary             |
|                  | repmail         | Owner’s Email                                | owners: "email"    |

## Candidate Entry into Loxo

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. Candidate clicks “Apply Online”.
2. Loxo application is opened in new window.
3. Loxo system handles application process from there.

**Please note:** Some job aggregators will not send your candidates back to your website to apply using your Loxo application. Aggregators like Indeed, ZipRecruiter, and others sometimes send candidate data directly to Haley Marketing, which triggers a notification to your recruiter with the applicant information. This info will not pass into Loxo. If you have a paid account with these aggregators, you may be able to work with them to change this process so candidates are redirected back to your job board to apply.

## Application/Registration FAQ

### What happens when a candidate submits an application?

The candidate is redirected to Loxo application to apply.

### What happens when a candidate registers or signs up on the job board, or submits the Quick Apply form (Skip the Search)?

A candidate record is created in myHaley, and a candidate signup and/or application notification is sent to the default Job Board owner. No information passes into Loxo. In myHaley, Skip the Search can be hidden or redirected to any URL of your choosing.

## 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 Loxo. Subsequent applications will be added to the candidate record. Candidates can use the job board account to save searches as well.

## 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>