Zenople Integration with
Haley Marketing Group Career Portal

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

Contents

Haley Marketing Career Portal Overview

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

Zenople Integration Overview

The Haley Marketing Group Career Portal integration with Zenople uses Zenople's XML feed to pull jobs data from Zenople and pushes candidate data back through Zenople's API. Jobs are pulled from Zenople hourly and are posted to the Career Portal. Candidates can search for jobs and then apply. By default, candidate information is passed back into Zenople via the API, but a client may choose to disable this feature and either just use the built in Haley application or use the Zenople application URL provided in the XML feed.

Getting Started

Before implementing the Zenople API integration with the Haley Marketing Group Career Portal, a Career Portal must be setup. The setup process includes creating a sub domain for the Career Portal (e.g., jobs.yourstaffingcompany.com) pointed to the IP address provided by Haley Marketing Group, creating a template for the Career Portal that will match or compliment the current website, and linking the Career Portal to the website. Your Haley Marketing Group Project Manager will assist with all of these steps.

Setting up the Zenople API Integration

In order to set up the Haley Marketing Group Career portal with the Zenople API, you will need to provide the following information to Haley Marketing Group – please request this information from your contact at Zenople and provide to your project manager:

Information needed from Zenople	
Client ID:	
Client Secret:	
Job Feed URL:	

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

In Zenople, you will set a job to publish in the job poster feature of the job posting. There should be a portal for Haley listed as an option. If you don't see one, please contact your Zenople rep.

Jobs are posted, updated and removed hourly from your Haley Career Portal, around the clock.

Field Mapping from Zenople to the Haley Marketing Career Portal

Fields in Zenople that will be used to post jobs to the Haley Marketing Career Portal:

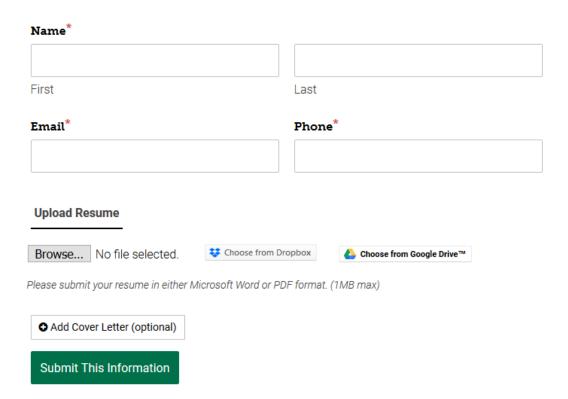| HMG Display Field	XML Fieldname
Job Title	title
Post Date	date
Job Number*	referencenumber
City	city
State	state
Zip Code*	postalcode
Job Description	description
Industry/Category*	category
Country	country
Employment Type*	jobtype
Pay Rate*	salary
Recruiter	repemail

* Labels may be changed in myHaley.

Candidate Entry into Zenople

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. You can choose between standard, classic and long application versions. Standard asks for name, email, phone. Classic asks for all that, in addition to full address. Long version includes all that as well as optional sections for employment and education.

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 Career portal send the data to Zenople. Zenople's system will check for duplicate candidates.

   If a match is not found, the candidate is added to Zenople. An application notification is sent to the recruiter assigned to the job. If a resume is uploaded during the application process, it is added to the candidate record in the Resume Info tab.

Field Mapping into Candidate Records

Haley Application fieldname	Zenople fieldname
First Name	First Name
Last Name	Last Name
Email	Email
Phone	Mobile
Address	Address
City	City
State/Province	State
Zip Code	Zip Code
Cover letter	Not supported (data goes into myHaley/notification only)
Resume	Resume Info tab
Referral source	Not supported in Zenople – but source for applications is visible in myHaley

Application/Registration FAQ

What happens when a candidate submits an application?
A record is created in Zenople. An application notification is sent to the recruiter.

What happens when a candidate registers or signs up on the Career Portal, or submits the Quick Apply form (Skip the Search)?
Nothing is sent to Zenople. A candidate signup or application notification is sent to the default Career portal owner.

Do I have to have candidates entered into Zenople when they apply?
You may request that the entry of candidate data into Zenople be disabled; If this is requested, you will continue to receive application notifications, but no data will be passed via the API into Zenople. You may also choose to use the application included with Zenople instead of Haley's application.

Candidate Account Management

A candidate may return to the Haley Marketing Group Career portal 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 Career portal, the candidate can update his address information, permission to email and password. The updated information is not updated in Zenople. Subsequent applications will be added to the candidate record.

Customizing the Haley Marketing Group Career portal

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, you may turn on or off proximity search, etc.

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