LaborEdge 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 LaborEdge users to easily post details of job opportunities to their corporate websites and manage candidate applications from within LaborEdge. 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 Indeed, ZipRecruiter, PostJobsFree.com, etc.

- 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.

LaborEdge Integration Overview

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

Getting Started

Before implementing the LaborEdge 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 LaborEdge API Integration

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

LaborEdge API Credentials

LaborEdge API Credentials	
API Username:	
API Password:	
Client ID:	
Organization Code:	

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" and marked "Display on External Job Boards" in LaborEdge 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 LaborEdge to the Haley Marketing Job Board

The fields in LaborEdge 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	LaborEdge Display Fieldname
Required Fields	title	profession and specialty	Profession:Specialty (job title is a combination of these two fields)
	date	postedDate	Posted
	referencenumber	id	Job ID
	city	clientCity	City
	state	clientState	State
	country	clientCountry	Country
	postalcode	clientZip	Zip
	description	description	Description for Job Board
	category	profession	Certification or Profession (customizable label)
Optional Fields	jobtype	jobType	Job Type
	Salary	not supported	not supported
	repmail	saleRepEmail	Sales Rep
	Custom field 1	specialty	Specialty

Candidate Entry into LaborEdge

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. **A phone number and resume are REQUIRED on the signup and application.** 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 sends the candidate information to LaborEdge, and LaborEdge determines if a candidate exists based on email/phone.

   If a match is not found, a new record will be created, and an application is added. An application notification is sent to the Staffing Specialist assigned to the job. If a resume is uploaded during the application process, it is attached to the notification and added to the candidate record.

Information passed into Candidate Records/Applications

- Name
- Phone
- Email
- Job ID

Application/Registration FAQ

What happens when a candidate submits an application?
A record is created in LaborEdge. An application notification is sent to the Staffing Specialist. Any other information from the application that is not passed to LaborEdge will be included in the notification and in myHaley, e.g. address, city, state, zip, referral source.

What happens when a candidate registers or signs up on the job board, or submits the Quick Apply form (optional Skip the Search)?
A candidate signup (or application notification) is sent to the default Job Board owner.

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

Candidate Account Management

A candidate may return to the Haley Marketing Group Job Board at any time and login using their email and password. If the candidate does not know his password, they can ask for it to be emailed.

After logging in to the Haley Marketing Job Board, the candidate can update their address information, permission to email and password. The updated information is not updated in LaborEdge. 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