



## **Ceipal API Integration with Haley Marketing Group Job Board**

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## **Haley Marketing Job Board Overview**

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

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.

## Ceipal Integration Overview

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

## Getting Started

Before implementing the Ceipal 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 Ceipal API Integration

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

### Ceipal API Credentials

Ceipal API Credentials	
API ID:	
API User Email:	
API Password:	

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: “Active” and tagged to publish in Ceipal will be published to the Haley Marketing Job Board on your website. Jobs are posted, updated and removed hourly, around the clock.

In Ceipal:

[Add Public Job Details](#)

Post Job on Career Portal

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

The fields in Ceipal 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	Ceipal Display Fieldname
Required Fields	title	public_job_title	Public Job Details: Job Title
	date	created	Created on
	referencenumber	id	Not visible in user interface
	city	city	City
	state	state	State
	country	country	Country
	postalcode	not supported	not supported
	description	public_job_desc	Public Job Details: Job Description
	category	Industry	Industry
Optional Fields	company	not supported	not supported
	jobtype	not supported	not supported
	Salary	"pay_rate_currency": "USD", "pay_rate": "15.75", "pay_rate_pay_frequency_t ype": "Hourly",	Pay Rate / Salary
	repmail		Primary Recruiter
	featured	not supported	not supported

## Candidate Entry into Ceipal

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\***

<input type="text"/>	<input type="text"/>
First	Last

**Email\***

**Phone\***

**Upload Resume**

No file selected.

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

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

**If a match is not found**, a new record will be created, and a submission is added to the under the job posting. An application notification is sent to the default JB owner (routing of applications is not supported). If a resume is uploaded during the application process, it is added to the candidate record.

## Field Mapping into Candidate Records

Haley Application fieldname	Ceipal fieldname
First Name	First Name
Last Name	Last Name
Email	Email Address
Phone	Mobile Number
Address	Not supported
City	Not supported
State/Province	Not supported
Zip Code	Not supported
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	Source

## Application/Registration FAQ

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

A record is created in Ceipal. An application notification is sent to the default Job Board owner (routing of applications to specific users is not supported).

### 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 Ceipal. A candidate signup or application notification is sent to the default Job Board owner.

### Do I have to have candidates entered into Ceipal?

You may request that the entry of candidate data into Ceipal be disabled; If this is requested, you will continue to receive application notifications, but no data will be passed via the API into Ceipal.

## 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 Ceipal. 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>