Using the AXLR8 ATS API for creating Job Vacancy web pages

1 Who is this document for?

This document is for web designers so that they can publish the job vacancy description web pages for their client (also possibly their employer) also referred to here as the "hiring company". It is assumed that you are reading this because your role is to help a company who are using AXLR8's ATS for recruitment and that they are employing you to develop their recruitment website or the recruitment pages on their main public website.

2 Why use the AXLR8 API?

Indeed are an effective provider of high volumes of staff applications.

1. Indeed's normal method of publishing jobs is to scrape the website of the employer. All the roles and their descriptions are uploaded to the Indeed site and this has been known to slow sites down and even crash them if they have hundreds of jobs and the extraction process is frequent.
2. Indeed send you data about applicants. This creates a manual process importing or retyping the records into your HRM
3. Each application has a unique identifier which is an email address manufactured for the purpose by Indeed. So Trevor Smith might apply twice and his details would come in to your company (perhaps as a CSV file) with the emails trevorsmth665707@indeed.com and trevorsmith98708968646363@indeed.com This can lead to duplicated people in your HRM. In some data we have seen six duplicated records because a single person applied for six vacancies.

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2.1	28/12/2021

3 Contact AXLR8

Please do not hesitate to contact us for further details and assistance as many functions will be bespoke to our clients and cannot all be included in a standard document. We are keen to work with web designers collaboratively and to be easy to work with. Your feedback on this document will also be gratefully received and acted upon.
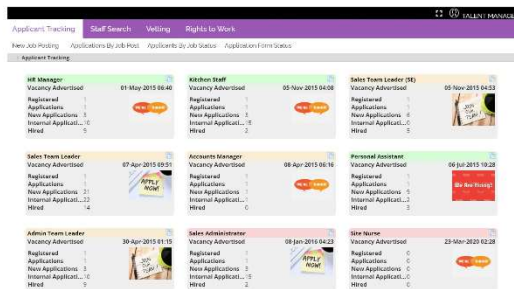
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4   How the AXLR8 API works

4.1   Job Position (vacancy) Publisher

When a job position (AKA role or vacancy) is created in the AXLR8 Job Position Publisher (JPP), all the details are entered from the job title and reporting to descriptions, requirements and ways to apply.

4.2   Job Advertising Medium (JAM)

Each Job Position may be published through any Job Advertising Medium (JAM) in the list of supported media by ticking the boxes you see on the righthand side of the screen above.

"Website Publisher" means it will be included in the XML supplied by the API endpoint for you as the web designer. We will provide examples. Please also refer to the Appendix in section 6.

The list of advertising media changes from client to client. Each medium (JAM) has a unique number. Here is a typical example from a live client with some that are disabled over the years as advertisers change Interfaces. Some do not provide such advanced interfaces. **Please note that the changes of interface are not under our control and when one is changed, the links may fail and the provider may even decline to provide the service.**

am_id	short Name
1	Indeed publisher
2	Reed publisher
3	Facebook publisher
4	Website publisher
5	Grocer
6	Monster
7	Gum Tree
8	Twitter
9	Intranet
10	Notice board
11	LinkedIn
12	Kickstart
13	Indeed XML
14	Indeed

Free Advertising Media: some are effectively free such as the client's public website or intranet.

Paid Advertising Media: includes Facebook, Indeed, and many other web media.

4.3   Web Page Creation

Once created and broadcast, web master for each medium can create web pages by reading the content from the AXLR8 API feed and formatting it using their own style sheets. We assume you are the web developer for the main website and perhaps the intranet.

4.4   API

The API (Application Programmer Interface) is based on a standard XML structure. The details are in section 6 of this document

All the details of the vacancy and the code for the application form launch button are contained in that XML. The correct code for the application form launcher is essential so that the candidates get fed back to the right vacancy's "applicant bag".

5   Web Page Creation work

There is enough data in the XML file for you to suggest the following projects to the hiring company. In every case your CSS / DHTML will define how the raw data in the (AXLR8 ATS API) XML looks

5.1   Lists of jobs

You can take the jobs by type or region and present them as lists of short summaries with the fields: Vacancy Title, Post code, town, etc. This content can be optimised for the job seekers' searches. Below are some examples from two recruiters' public websites.

Continue reading

FIELD MERCHANDISER – SELBY – YO8

Are you looking for a role that offers maximum flexibility? Want the ability to work in and around Selby YO8 and surrounding areas? The beauty of this role is the flexibility. It fits around you and your lifestyle. And the job itself? Well, it's mostly setting up high-quality Point of Sale displays in retail stores. … Continue reading

FIELD MERCHANDISER – NEWTON STEWART – DG8

Are you looking for a role that offers maximum flexibility? Want the ability to work in and around Newton Stewart DG8 and surrounding areas? The beauty of this role is the flexibility. It fits around you and your lifestyle. And the job itself? Well, it's mostly setting up high-quality Point of Sale displays in retail … Continue reading

FIELD MERCHANDISER – KIRKCUDBRIGHT – DG16

Are you looking to boost your income with part time hours? We are retail experts with over 18 years of experience supporting brands such as Sony, 3M, Proctor & Gamble and L'Oreal and major retailers to maximise their sales in store. People are the very heart of our field marketing business, an inclusive company that … Continue reading

FIELD MERCHANDISER – DUMFRIES – DG1

Are you looking to boost your income with part time hours? We are retail experts with over 18 years of experience supporting brands such as Sony, 3M, Proctor & Gamble and L'Oreal and major retailers to maximise their sales in store. People are the very heart of our field marketing business, an inclusive company that … Continue reading

Contact us

FIELD MERCHANDISER – WHEATLEY – OX33

Are you looking to boost your income with part time hours? We are retail experts with over 18 years of

Share this:

Find a job

Looking for a head office role?

Go to careers →

Filter & Search   Reset

Keyword

Enter keyword

Location

Filter location

Vacancy Type

Filter vacancy type

LG – Sales Ambassador – JLP Southampton	⦿ Southampton	**Permanent part-time**
£75.00 per day plus Uncapped Sales Bonus Opportunities		December 21, 2021
LG – Sales Ambassador – Warrington	⦿ Warrington	**Permanent full-time**
£75.00 per day plus Uncapped Sales Bonus Opportunity		December 13, 2021
SituLive – In Venue Product Trainer – White City London	⦿ Westfield White City	**Contract full-time**
£32,000		December 16, 2021

5.2   Map view

The jobs can be presented on a map for people to drill down into the areas where they are looking for work. Here are two examples from nationwide recruiters. The candidates can zoom in on, for example, their home, university or other locations where they would like to work. Here are some examples from the live public websites of leading recruiters.
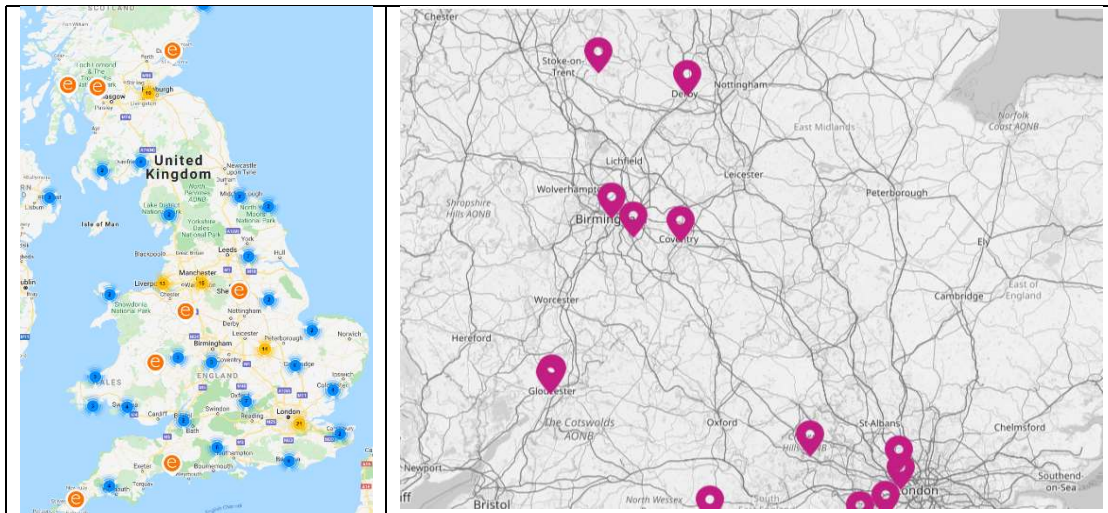
5.3   Job Description

This would contain all the fields for the vacancy (Job Position). Below is an example from a job search bringing back several possible ones in West Scotland. The candidate has clicked to learn more about a job in Kirkcudbright.

Field Merchandiser – Kirkcudbright – DG16

Hours: 5
Pay Rate: £8.91 per hour
Location: Kirkcudbright
Locality: DG16
Position: Field Merchandiser
Job Description:

Are you looking to boost your income with part time hours?

We are retail experts with over 18 years of experience supporting brands such as Sony, 3M, Proctor & Gamble and L'Oreal and major retailers to maximise their sales in store.

People are the very heart of our field marketing business, an inclusive company that empowers, enables and energises our colleagues to be their best every day.

Due to continued growth, we have roles available in Kirkcudbright DG6, approx. up to 5 Hours a week with additional hours available on an ad-hoc basis.

Earn £8.91 an hour (Up to £12 per hour on certain call types)

OK, sounds great, but what do I get?

- Complete training and £8.91 an hour (Up to £12 per hour on certain call types)
- Travel and mileage paid within company travel guidelines
- Holiday pay and pension plan
- Full training given
- Opportunity to progress within the company
- Extra hours of work available throughout the year
- And the job itself?

You will be able to manage your own workload within set time frames, be comfortable following a remote brief provided via a company tablet, taking before and after photos of work completed.

You will set up high-quality Point of Sale displays, check stock levels and replenish a variety of fixtures.

- Previous experience in retail or great customer service
- A "Can-do" attitude
- Great communicator
- Confident and friendly
- Experience in Merchandising desired, but not essential
- Job suits everyone in all stages of your working life, looking for a few extra hours work a week

If this sounds like you, come and join the family!

5.4   Application Button

This launches the application form and each application form is critical to the process. Application forms are created and changed in AXLR8 AFB (Application Form Builder).

You can see an example (green button with "Apply Now") in the screenshot above.

These forms have a facility to take important tags back into the system for the **Job Application Medium** (JAM) and the **Job Position Reference** (JPR). Without those references, applications would land in the wrong pile. It is essential that applicants go through to the job they applied for. There is a cost for advertisers like Facebook and Indeed and other

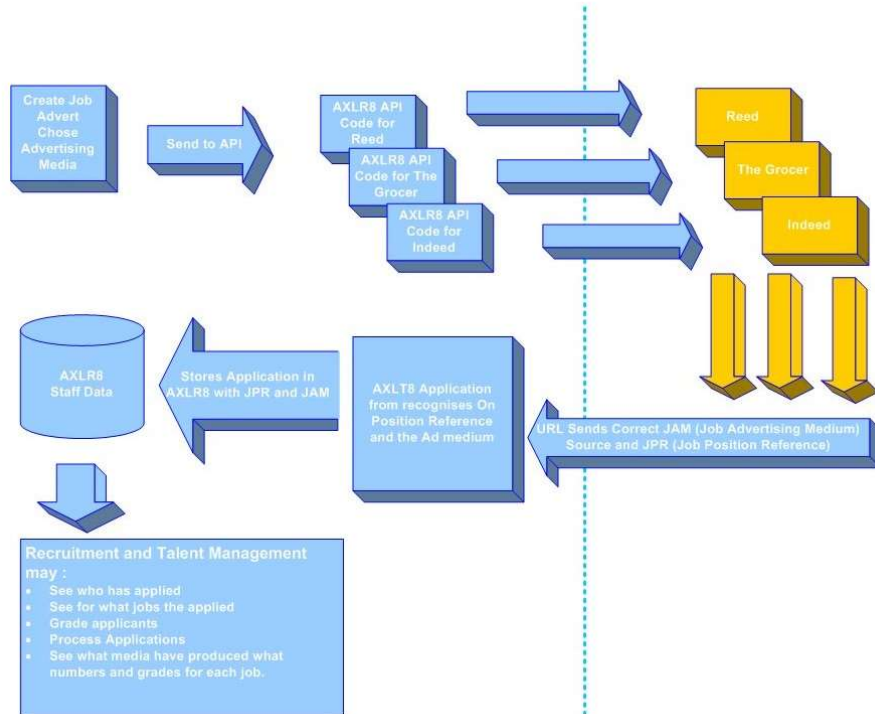recruitment mechanisms. Thus, the source of every application is required so that the company can measure the return they are getting on each investment in advertising media.

6   XML definitions and examples

Please note that every client talent management team has the ability to modify the field names you will see below so this is just an indicative table of definitions. Taking the first field as an example, one client may call "Job Title" a "Job Position" another will call it "Job Rôle".

The "Image" field would normally be a logo or graphic that should go with the advertisement. Thus, if your client is advertising on behalf of their client, XYZ, it is the latter's XYZ logo that may be provided by this link.

The application form URL will be modified with codes according to the Job Advertising Medium and the specific role/position as well as other parameters.

XML field tag	On Screen Field Name
jpJobTitle	Job Title
jpImage	Job Image
jpLocation	Location / Airport/ Store/ whatever is right for that type of business
jpCounty	County
jpRegion	Country
jpPostcode	Unknown Label
jpSalary	£ Salary
jpDetailUrl	Rota description. Ie. 4 on 2 off rota covering early and late shifts from 05.30 - 22.00
jpReportTo	Reports to
jpDepart	Department
jpRlObject	Role Description
jpHireCrit	Main duties and responsibilities
jpKeySkills	What key skills should I have?
jpJobDesc	Essesntial Skills
jpApplExpt	Desirable skills
jpApplInst	Application instructions
jpAppFrmUrl	Application form URL
jpAppFrmUrlStgTwo	Application form URL Stage 2

XML field tag	On Screen Field Name
jpEmailAddr	Email us here
jpPhoneNo	Call this number
jpPostApp	Postal applications
jpApplDeadline	Application Deadline
jpWebLink	Link to website
jpHours	Hours per week

6.1   How do I see an example of the XML for my client?

Please obtain your client's permission for us to send you a public endpoint. That URL will allow you to see the XML for all live jobs in that medium.

6.2   Other essential parameters in the URL

The **jpId** (job position identifier) is a key that will identify the specific job being advertised.

The **jpAm** (job position advertising medium) parameter is a number that indicates to the system which advert the candidate applied through so that the hirer may analyse value for money in their recruitment advertising.

7 Appendix: Linking to Indeed

Why use the API for Indeed?

Without an API, Indeed will either/both:

(a) scrape your job site for content and this has been known to have an adverse effect on performance and even crash sites.

(b) Provide an import file that requires manual processing and deduping.

Both of these become problematic/impractical as volume grows.

If you call the Indeed API, (we can give you the URL for your client/company) then it will describe how the page URLs should be created for each job. Indeed will send candidates to the specific page. Typically, it will end with the unique reference number of the Job Position in the AXLR8 system.

Indeed will have its own jpAm unique number. So the URL may have a parameter such as "jpAm=22", where Indeed's unique key in the JAM (Job Advertising Medium) table is 22 for that client. NB every client has different JAMs.

It may be that use some other tag combinations at the end of the URLs for each page.

The main reason for this would normally be SEO. So a URL that ends in *"......./Retail-Sonos-merchandiser-Reading RG45 6BX"* may attract more searches from candidates than "...../2349".
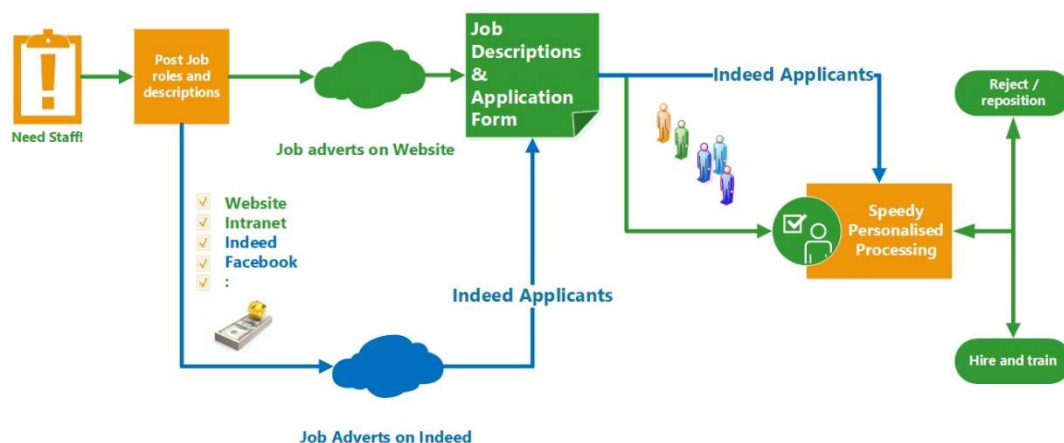
The pages you then create and style based upon the XML details provide from the company ATS Job Position Publisher are ready to welcome visits from Indeed as well as those from other media.

Important Notes on Indeed API

7.1 XML produced

There is a parallel API endpoint that Indeed will be aboe to call. The field names used in your (client's) hiring process will be bespoke. So AXLR8 need to translate those to make them comply with the standards we have agreed with Indeed.

Some fields are in HTML and so we provide those with cdata tags. These are different to those in the normal API that you will use for your website design input.

7.2 Web Pages

7.2.1 Duplicates:

You need to create a complete duplicate set of job advers (AKA Job decription) pages. Each will have an "Apply Now" (or whatever you call it) button This button will have to have the correct jpAm parameter for Indeed applicants.

These pages **must have the same UIDs** if the job title as the Indeed links to them and hence you need to call them something like:

Job Description for Indeed page where the unique job reference ID# is "12324"

www.myjobsite.com/indeedadvertsfolder/jobinBerlinforHS/12324

equivalent to the following vanilla job description page in your normal folder(s)

www.myjobsite.com/normaladvertsfolder/jobinBerlinforHS/12324

7.2.2 Apply Now

The Apply now Button needs to be generated for each page such that it bears the UID of the Role and of the medium (in this case Indeed but you may also be asked to perform this process with other JAMs.

7.2.3 Robots

Prospective applicants should only get to these pages via Indeed. They should not be on any menus and Robots should be prevented from crawling them. It would be good to change them occasionally if it is discovered that candidates start to share the URLs.

The reason for this is that we want to track who comes from Indeed in order to understand the relative benefit of this JAM in the recruitment advertising spend.

7.3 Indeed Contractual obligations.

More a subject for the HR folks but please note that Indeed require that the number of job positions on the job site that you are advertising is exactly equal to the number of jobs on the XML file that goes to Indeed. As that number changes from time to time, please choose a similar update frequency and time to Indeed, pull of the XML file.