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Quality Talent. Quality Care.

## Quick Start Guide – Recruitment Marketing

Career Sites

Recruitment Marketing provides the ability to create and manage content for your career sites. Pages added to career sites can contain any content, and have some limited HTML formatting.
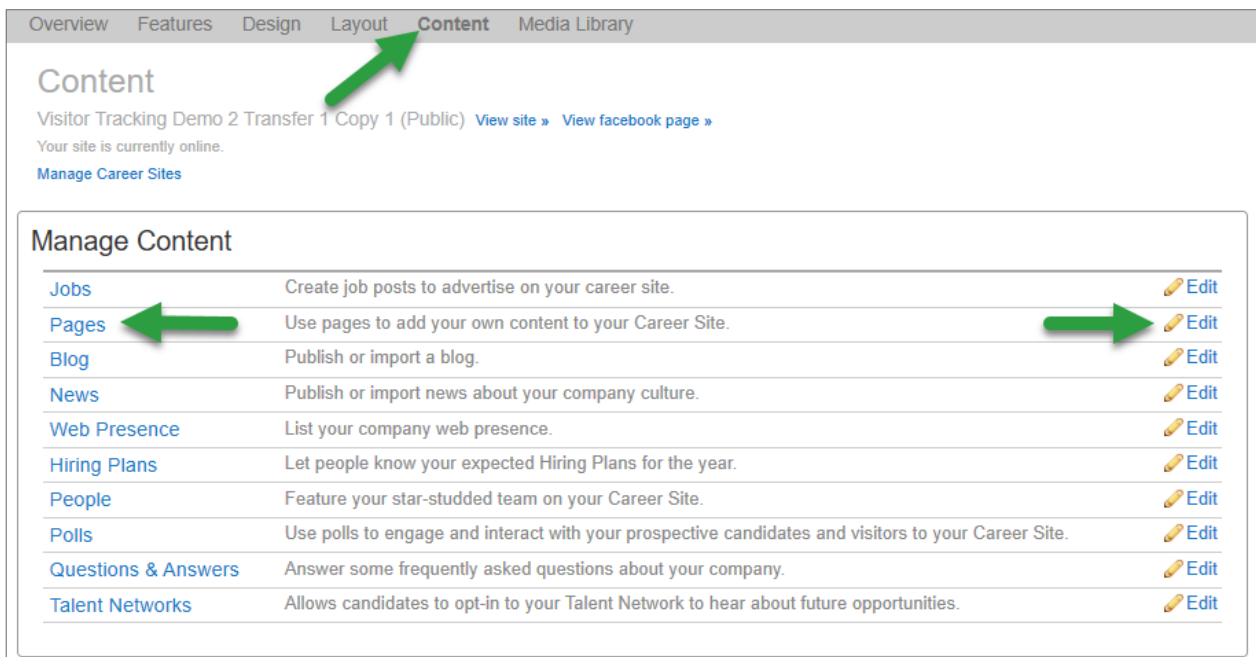
Accessing Career Site Pages

Career sites are accessed from the *Manage Pages* page in Recruitment Marketing. This page can be reached by following these steps:

1 From the *Career Site* page, locate the desired career site in the list and click **Manage**.
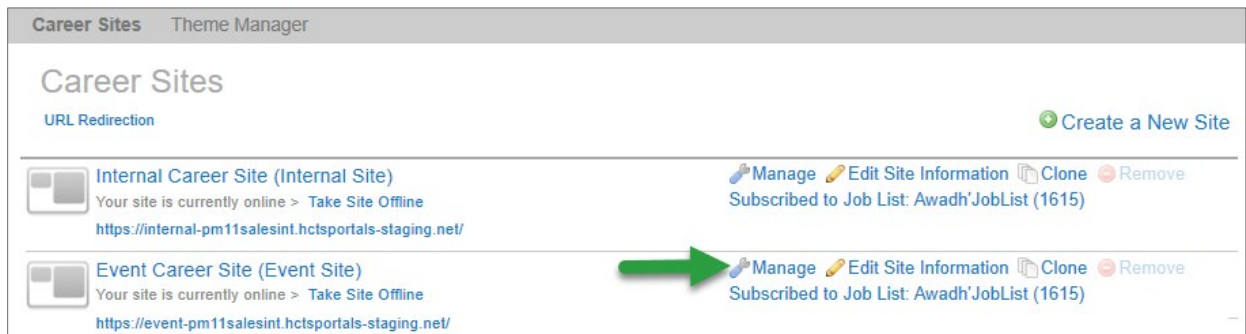
2 Select the **Content** tab at the top of the page. A list of available content for the career site is displayed.

3 Click either **Pages** or the **Edit** link for the blog from the list. This opens the *Manage Pages* page.

Adding Career Site Pages

Pages can be added to career sites at any time. There is no limit to the number of pages a site can have.

Pages are created from the *Manage Pages* page. Clicking the **Add a New Page** button opens a blank *Create a New Page* form.

The **Title** field is the only required field, but it is recommended some content is added to the **Content** area before publishing. Completing these fields and clicking the **Create** button saves the new page.

Pages remain in a *Draft* status until published. Keeping pages in a *Draft* status allows you to edit them without posting publically. Changing the status to *Published* posts the new page on the site. This should only be done once you're certain you're ready to push it live. However, pages can be moved back to *Draft* at any time after they're published.

A WYSIWYG (what you see is what you get) editor is available for formatting the **Content** of the page. Selecting the **Source** button allows you to drop custom source code into the **Content** field.
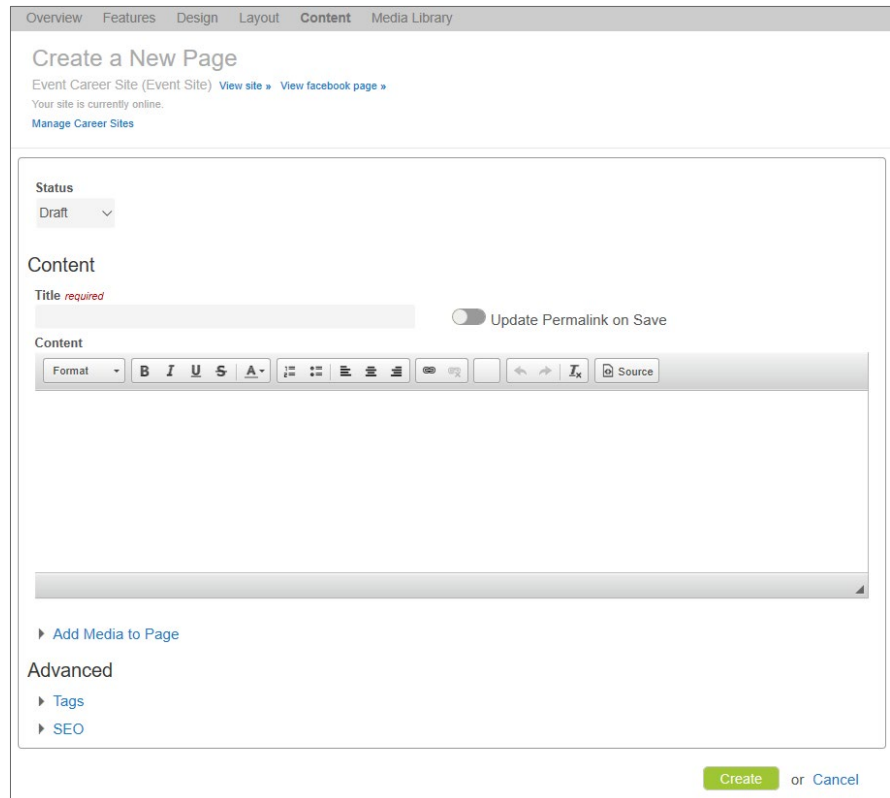
Note: It is recommended that users have prior knowledge of HTML and CSS before directly editing source code.
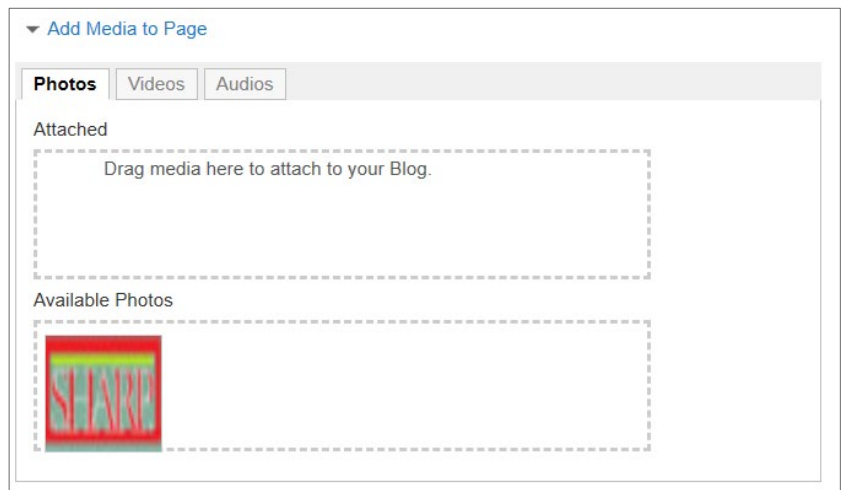
Add Media to Page

Certain media can be added to pages. The **Add Media to Page** option provides an area to upload and select **Photos**, **Videos**, and/or **Audios** for inclusion in the page.

New media can be added by dragging desired files into the top dotted box that displays on each tab.

Dragging an image from the **Available Photos** area to the **Content** area adds that image to your page.

Tags

Tags assign a page to a specific category or section on the site. For example, a home page Job Family tile for Allied Health would use the tag **job-category, allied-health**.

There is no limit to the number of tags you can add to a page. However, they must be comma separated.

Note: It is recommended that only users with proper Tag training manage tags for pages.

SEO

The **SEO** area (search engine optimization) is used if you'd like to add extra SEO content to your page, including meta keywords, SEO title, and meta description.

The Fine Print

Nothing to worry about here, just a few items to keep in mind when working with blogs.

- In order to access the page editing feature in Recruitment Marketing, you must have the **Career Site Content Editor** permission. If you are unsure whether you have this permission, please contact your local system administrator.