

Getting Started Guide



Getting Started Guide

Welcome Jobber! Now that you've logged in to SmartRecruiters you're probably wondering what to do next. In this document you will find all the instructions and items to complete in order to start on your journey to be successful with SmartRecruiters and get the best candidates in the door. Let's get started!

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SmartRecruiters Overview

Congratulations on creating your SmartRecruiters account! Let's get you oriented to what you will find in the platform. Once you log in, you'll be taken to the Hireloop. The Hireloop shows you the most up to date activity on your open jobs. From the top navigation you are able to access the following pages:

1. **Jobs**- this page shows you the real time performance of all the jobs you have posted.
2. **People**- this page shows you your store's talent pool of applicants and target candidates.
3. **Store**- this is the integrated marketplace of recruiting services that you, specifically access to all job boards, like CareerBuilder .com, that will help you find candidates
4. **Analytics**- this page allows you to gain true visibility into all of your key hiring stats and performance. Here you can find information such as your spend per candidate

The screenshot displays the SmartRecruiters dashboard. At the top, the navigation bar includes the SmartRecruiters logo, a home icon, and four main menu items: JOBS, PEOPLE, STORE, and ANALYTICS. Each menu item is accompanied by a red circle with a white number (1, 2, 3, 4 respectively). To the right of the navigation bar is a search bar labeled 'Search People' and a 'Create a Job' button. Below the navigation bar, the main content area is divided into two columns. The left column shows a list of activity items, including a confirmation of an interview for Jason Hegyessy and Jaclyn Andrews with Jeffrey Li for a Product Designer role, a rating for Jakub Łaziński, and two proposal submissions. The right column contains three sections: 'AT-A-GLANCE' with a bar chart and three metrics (46 Active Jobs, 325 Total Candidates, 10 New Candidates), 'WHAT'S NEXT' with links for 'Post a job', 'Invite your team', and 'Connect your social sites', and 'UPCOMING INTERVIEWS' which shows 'No interviews scheduled'.



Job Ad Distribution

Now that you know the lay of the land, you're ready to post your first job. You're able to create a job directly from any page by clicking on "Create a Job" in the upper right hand corner of the menu. Once you've clicked on that you will be walked through a 4-step process that includes creating your job posting, publishing it, advertising your job on recommended hiring platforms, and inviting your colleagues to submit referrals for the job. Let's start off by breaking down how to create your job post.

Step 1: Create Your Job

Napa and SmartRecruiters have partnered to make creating jobs an easy process.

1. The Napa Logo will appear at the top of every job created.
2. Add the title and location of your job.
 - a. The title is the most important part of the job ad as job boards and search engines try to match job titles against candidate searches when applicants look for a job. There are 6 job templates already created in your account. Simply type in the Job Title (i.e. Outside Sales, Store Manager, etc.) and select the template that matches your job.
 - b. Adding the location of your store is important to make sure that candidates know exactly where the position is based.

SmartRecruiters JOBS PEOPLE STORE ANALYTICS

1 Create 2 Publish 3 Advertise 4 Share

1. KNOW HOW | CAREERS

2a. 2b.

COMPANY DESCRIPTION

When it comes to keeping our vehicles on the roads, nobody has the Know How like NAPA. For more than 85 years, the National Automotive Parts Association has been empowering the industry with quality parts and supplies.

Today, there are more than 6,000 NAPA AUTO PARTS Stores. About 1,000 of them are corporate owned, and Genuine Parts Company is the employer for these locations. However, there are about 5,000 independently owned and operated NAPA AUTO PARTS Stores where individual store owners are the employer. This position is through an independently owned and operated store.



Job Ad Distribution

Step 1: Create Your Job, Continued

By selecting a Job Template, the following next steps should auto-populate in the specific fields. Feel free to update or edit the information by following steps 3-9.

3. Feel free to update you're job description by clicking directly into the 'Job Description' field.
4. If you have additional qualifications for the position outlined, go ahead and add them here.
5. If you have any other information to add about the position or your stores, the additional information box is a great place to put it. Just like with the company description, this information will be pulled in automatically for you if you've previously posted a job through SmartRecruiters.
6. If you have videos you'd like to include on your job ad, add the YouTube link for that video in the final box. You can add as many videos as you'd like, but currently only those video hosted on YouTube are supported.
7. Once you've filled out all the information, click next and you'll be taken to Step 2, publishing your job.

3. JOB DESCRIPTION

Are you looking for a great opportunity to show your KnowHow? Join the winning team at your locally owned NAPA AUTO PARTS Store!

As a NAPA AUTO PARTS Outside Salesperson, you have the opportunity to promote the entireNAPAline of products for a fast paced leader in the automotive parts industry. Use your customer focused sales skills to knock sales out of the park and manage your income potential to its highest potential.

4. QUALIFICATIONS

Primary responsibilities include:

- Work with the Store Manager or Owner to develop sales plans
- Call on existing store wholesale customers to maintain and grow current relationships and sales penetration
- Promote the full line of NAPA products and programs to existing customers
- Develop new customer relationships with wholesales customers through prospecting and cold calling
- Keep informed of new NAPA products or sales promotions by working with the product sales teams
- Demonstrate a positive, helpful attitude as well as professional conduct and appearance at all times.

We are proud of our NAPA team and ready to share the KnowHow! Apply to start your career with your locally owned NAPA AUTO PARTS store today.

5. ADDITIONAL INFORMATION

6. ADD VIDEOS

<http://www.youtube.com/your-video>

Save this as a template

7.



Job Ad Distribution

Step 2: Publish Your Job

Now that you've created your job, you're ready to publish it. In this step you will be optimizing your job posting so that you get the best candidates for the job by publishing it to the major job boards.

1. To optimize your job posting, start typing your industry and then select it from the dropdown. This information will also be prepopulated for you based on the information you added when you signed up to SmartRecruiters the first time, but can be edited here if need be.
2. Next, select the function, experience, and, if you'd like, the type of employment from the dropdowns.
3. Once you've optimized your post you're ready to move on and add more details including the department, the EEO Job Category, and other custom fields your organization has created (PRO FEATURE).

The screenshot shows the 'Publish' step of the job creation process in SmartRecruiters. The interface includes a navigation bar with 'Create', 'Publish', 'Advertise', and 'Share' steps. The 'Publish' step is active, showing a form to optimize board performance. The form is divided into two sections: 'OPTIMIZE YOUR BOARD PERFORMANCE' and 'ADD MORE DETAILS'. The 'OPTIMIZE YOUR BOARD PERFORMANCE' section includes fields for Industry (Automotive), Function (Other), Experience Level (Entry Level), and Type of Employment (Full-time). The 'ADD MORE DETAILS' section includes fields for Department (Department) and EEO Job Category (Sales Workers). A '* Required' label is present in the top right corner of the form area.

SmartRecruiters JOBS PEOPLE STORE ANALYTICS

Create **2 Publish** 3 Advertise 4 Share

* Required

OPTIMIZE YOUR BOARD PERFORMANCE
Target the right audience

1. Industry *

2. Function *

Experience Level *

Type of Employment

3. **ADD MORE DETAILS**

Department EEO Job Category



Job Ad Distribution

Step 2: Publish Your Job

4. You're almost there! Your final step here is to add the hiring team. Hiring is not a one-person sport, so be sure to add the hiring manager and any other individual on the interview team (store managers). If your coworker/employee doesn't already have a SmartRecruiters account, you can click the "add" link and invite them to join.
5. By default, your job will be published out to the major job aggregators at no cost that include Indeed, Simply Hired, Glassdoor, and more. You can deselect this box, but we do not recommend it. Instead, just click "publish" and you'll get taken to the next step, advertising your job on paid job boards.
 - a. If you're ready to publish your job, double-check to ensure everything is correct as republishing your job multiple times later may lead to your listing getting lowered or blacklisted by the job boards.

HIRING TEAM

Include your hiring team - Collaborate to make the best hire.

4 Hiring Manager [\(Add Hiring Manager\)](#)

Jahan Shafizadeh × Hiring manager

Interview Team [\(Add Interview Team Member\)](#)

Coworkers and experts

Recruiter [\(Add Recruiter\)](#)

Recruiting team

Executive [\(Add Executive\)](#)

Decision maker or supervisor

Coordinator [\(Add Coordinator\)](#)

Coordinates interview processes

5 Also distribute my job to the major job aggregators.

Publish **Save**



Job Ad Distribution

Step 3: Advertise Your Job

In order to attract great candidates to your job posting, we highly suggest advertising your job on the recommended boards that are shown at the top of the screen. Advertising on the right job board can attract 5x better candidates than simply relying on the job aggregators alone. These job boards are recommended specifically for you based on your industry, job function, location, job level, and the job title you entered. Below each job board you can even see how many candidates SmartRecruiters believes that you will receive once you post on that board based on historical SmartRecruiters data.

1. Napa has a corporate relationship with CareerBuilder.com, which allows you to advertise your job for just \$99 per post.

If you're looking for other types of job boards, you can scroll through the categories in our job board carousel and select from niche boards, college boards, diversity boards, and any other specialized boards that might meet your job advertising needs. Below the carousel you'll also find the job boards you've previously posted to.

Once you've selected the job board you'd like, click "add" and you'll be able to view it in your cart and check out.

The screenshot shows the 'Advertise your job' page on SmartRecruiters. The page is divided into several sections:

- Navigation:** At the top, there are tabs for 'Edit', 'Publish', 'Advertise' (which is active), and 'Share'. A 'View Cart' button with a '1' in a green box is located in the top right.
- Search:** A search bar for job boards is visible, with '21 Candidates' and a 'View Cart' button below it.
- Job Board Recommendations:** Three 'BEST PICK' job boards are displayed: CareerBuilder (Best Computer Software Pick, 30 day job posting, 21 Candidates, 1 credit, \$450), GitHub (Best Product Management Pick, One 30 day job posting, Not available, \$450), and Indeed (Best Product Manager Pick, 1 sponsored job, 12 Candidates, \$150). Each board has an 'Add' button.
- Job Board Carousel:** A carousel at the bottom offers four categories: 'Featured & Promos', 'Major Job Boards', 'Pay Per Click', and 'Niche' (Specialized job board for specialized jobs).

Red arrows point to specific elements:

- An arrow points to the 'View Cart' button with the text 'View your cart & checkout'.
- An arrow points to the 'Add' button for the Indeed job board with the text 'Suggested job boards'.
- An arrow points to the 'Niche' category in the carousel with the text 'Job board carousel'.

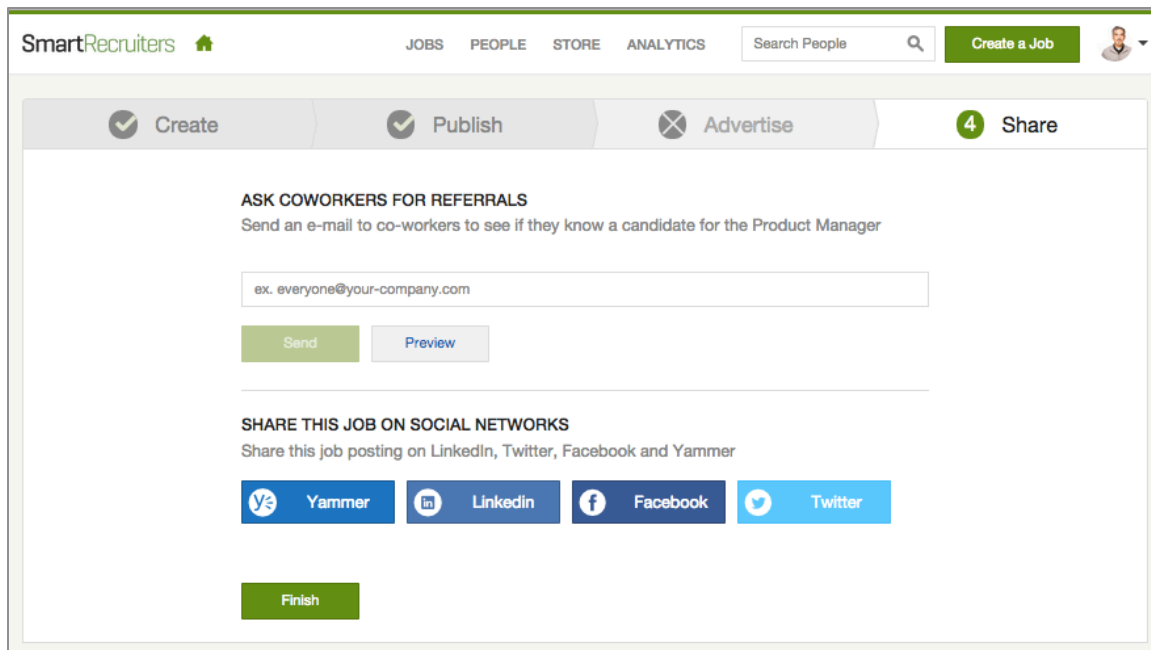


Job Ad Distribution

Step 4: Ask For Referrals

Chances are, someone in your store already has a connection that would be a great fit for your open position, so the last step in posting your job is to ask for referrals. From this screen you can invite your coworkers to the My Referrals portal where your employees are able to connect their social media sites including Facebook and Twitter, and recommend their colleagues for the position. To do so, just add the email address(es) of the people you'd like to invite and click "send". Once your coworker has logged in to the portal and connected their social media sites, they will see who is recommended for the position by SmartRecruiters based on keywords in their contacts' profile. Within the My Referrals portal, your coworkers are also able to message potential referrals or ask if they know someone in their network that would be a good fit. The My Referrals portal is your organization's single place to manage your employee referral program.

You are also able to share the job directly from this page to social media networks such as Facebook and Twitter to maximize exposure.



The screenshot shows the 'Share' step of the SmartRecruiters job posting process. The top navigation bar includes 'SmartRecruiters' with a home icon, and menu items for 'JOBS', 'PEOPLE', 'STORE', and 'ANALYTICS'. There is a search box labeled 'Search People' and a 'Create a Job' button. Below the navigation is a progress bar with four steps: 'Create' (checked), 'Publish' (checked), 'Advertise' (crossed out), and '4 Share' (active). The main content area is titled 'ASK COWORKERS FOR REFERRALS' and includes the instruction 'Send an e-mail to co-workers to see if they know a candidate for the Product Manager'. A text input field contains the placeholder 'ex. everyone@your-company.com'. Below the input field are 'Send' and 'Preview' buttons. The section is followed by 'SHARE THIS JOB ON SOCIAL NETWORKS' with the instruction 'Share this job posting on LinkedIn, Twitter, Facebook and Yammer'. There are four social media buttons: 'Yammer', 'LinkedIn', 'Facebook', and 'Twitter'. At the bottom of the main content area is a 'Finish' button.



Assess Candidates

Interview Scorecard

Now that you've created, published, and advertised your job, it's time to determine the criteria that your hiring team should use to vet candidates. This is important to do before anyone on the hiring team gives a review to ensure consistency when comparing multiple candidates. Interview Scorecards also allow you to create structure in evaluating candidates, and reduce some of the subjective nature of the interview process. These can be set up around your company values such as trust or respect, and you're able to set up questions directly related to those values to ensure the candidate is a cultural fit for your organization. You can also set the criteria around the functional competencies, or skills needed for the job.

Before you start interviewing candidates, click "Hiring Process" on the left and set up your Interview Scorecard by entering your criteria in the box on the lower left and following the instructions on the next page.

The screenshot displays the SmartRecruiters interface for a 'Marketing Manager' job listing. At the top, there are navigation tabs for 'JOBS', 'PEOPLE', 'STORE', and 'ANALYTICS', along with a search bar and a 'Create a Job' button. The job listing includes details like 'Oakland, CA', 'REF192G', and 'Status: SOURCING'. Below the listing is a summary of candidate counts: 1 NEW, 3 IN-REVIEW, 6 INTERVIEW, 1 OFFERED, 0 HIRED, 11 ALL ACTIVE, 2 LEADS, 1 WITHDRAWN, and 0 REJECTED. A navigation bar below the counts includes 'SOURCING', 'PEOPLE', 'ACTIVITY', 'JOB DETAILS', and 'HIRING PROCESS'. The 'HIRING TEAM' section shows four team members: Kelly Stevens, Jenna McBride, Edward Jones, and Karen Anderson. The 'INTERVIEW SCORECARD' section is currently being edited, showing criteria such as 'Adaptability', 'Communication Skills', 'Attention to Detail', and 'Cultural Fit'. Each criterion has a description and options to 'Edit Description' or 'Delete'. An 'Add question' button and an 'Add' button are also visible.

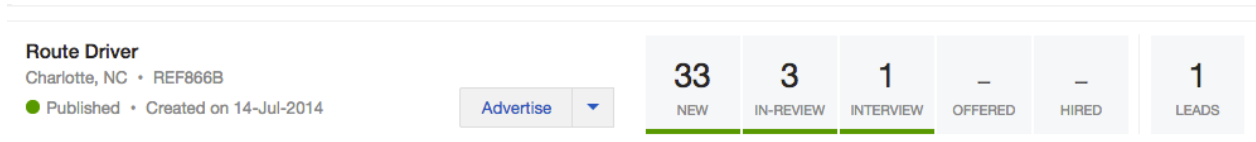


Assess Candidates

Managing you Candidate Pipeline

Interview stages area already set up within SmartRecruiters and are as follows:

- **New**- a new candidate is someone who has applied for the open job and no action has been taken yet.
- **In-Review**- a candidate that has been assessed by at least one person on the hiring team.
- **Interview**- a candidate in this stage has been sent an interview request.
- **Offered**- a candidate that has been sent an offer through the system.
- **Hired**- a candidate that has accepted an offer. Be sure to move candidates to this stage to ensure your sourcing analytics are accurate.



Ratings & Reviews

After posting your job you will want to go through the candidates who applied to your open position by clicking on “new.” From there you and your hiring team are able to rate and review the different candidates to share your feedback on whether or not they are the right fit for the position.

1. Click “new” from the job details page, and then click into the candidate you would like to review.

The screenshot shows the SmartRecruiters interface for a job titled "Marketing Manager" in London, United Kingdom. The job is in the "SOURCING" status, posted on 16-Sep-2014. The interface includes a navigation bar with "JOBS", "PEOPLE", "STORE", and "ANALYTICS", along with a search bar and a "Create a Job" button. Below the job title, there are buttons for "Post to Job Boards", "Make Referrals", and "More". A status bar shows the number of candidates in various stages: NEW (1), IN-REVIEW (2), INTERVIEW (2), OFFERED (1), HIRED (—), ALL ACTIVE (6), LEADS (1), WITHDRAWN (—), and REJECTED (3). The "NEW" button is highlighted with a red circle and the number 1. Below this, there are tabs for SOURCING, PEOPLE, ACTIVITY, JOB DETAILS, and HIRING PROCESS. The main content area shows a search bar, filters, and a list of candidates. The first candidate is CAITLIN ROLLA, referred by Anton Hooker on 16-Sep-2014, with a "New" status and a 5-star rating.



Assess Candidates

Ratings & Reviews

2. From the candidate profile you are able to see all the candidate's information and provide the review by clicking "Review".
3. Click "Show Scorecard" to see which criteria the hiring manager would like you to evaluate the candidate against.
4. Give the candidate an overall rating by clicking the stars, as well as a rating for each of the criteria you previously defined on the scorecard by clicking the bars, and add a comment to explain your ratings.
5. Once you've finished, click "submit review" so that your review is posted for the hiring team to see.

The screenshot displays the SmartRecruiters interface for a candidate profile. The candidate is Steven Marshal, a Teaching Assistant from Oakland, CA. The interface shows a navigation bar with 'JOBS', 'PEOPLE', 'STORE', and 'ANALYTICS'. A search bar and a 'Create a Job' button are also visible. The candidate profile includes a photo, name, title, location, and phone number. Below the profile is a navigation bar with 'Messages', 'Reviews', 'Reject', 'Invite', 'Share', and 'More'. The 'Reviews' tab is active, showing an overall rating of 4 stars and a 'Show Scorecard' button. The scorecard lists criteria: Communication Skills, Cultural Fit, Attention to Detail, and Adaptability. A comment box contains the text: 'Thought he communicated extremely well and showed a lot of flexibility which will be necessary for this role. I'm not sure he would be a great fit for our team, but I see potential, curious to see what the rest of you think.' Below the comment box are 'Submit Review' and 'Cancel' buttons. The right sidebar shows the job title 'MARKETING MANAGER', the source 'From Website on 03-Jul-2014', a star rating, and a progress bar. Below this is the 'ALSO LINKED TO' section, showing a 'Sales Representative' role in San Francisco, Calif., linked on 03-Jul-2014 and transferred. The 'ATTACHMENTS' section is also visible.



Email Preferences

Be sure to have your email preference set so that you are receiving notifications whenever someone reviews a candidate that has applied for a job that you are on the hiring team for. To edit your email preferences follow these steps:

1. Click “Settings/Admin” from the account dropdown in the top right.
2. Select “Email Preferences” from the “My Account” options.
3. Ensure the “New Candidate Reviews” email option is checked under the “Emails About Jobs Created By Me” to ensure you are kept up to date on new activity from your hiring team.

SmartRecruiters JOBS PEOPLE STORE ANALYTICS

Settings / Admin / My Settings / Email Notifications

EMAIL NOTIFICATIONS

	My Subscription
EMAILS ABOUT JOBS CREATED BY ME	
New Candidate Applied	<input checked="" type="checkbox"/>
New Candidate Reviews	<input checked="" type="checkbox"/>
Upcoming Interviews	<input checked="" type="checkbox"/>
Offers Made	<input type="checkbox"/>
New Hires	<input type="checkbox"/>
Assessment Updates	<input checked="" type="checkbox"/>
Assessment Results	<input checked="" type="checkbox"/>
Candidate Withdrew	<input checked="" type="checkbox"/>
New Hiring Team Members	<input type="checkbox"/>
Subscribe to Weekly Digest (sent on Monday morning)	<input checked="" type="checkbox"/>
EMAILS ABOUT JOBS WHERE I'M ON THE HIRING TEAM	
COLLABORATIVE HIRING EMAILS	

