

OPTIMALRESUME.COM

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Online Recruiting



# Online Recruiting Employer Guide

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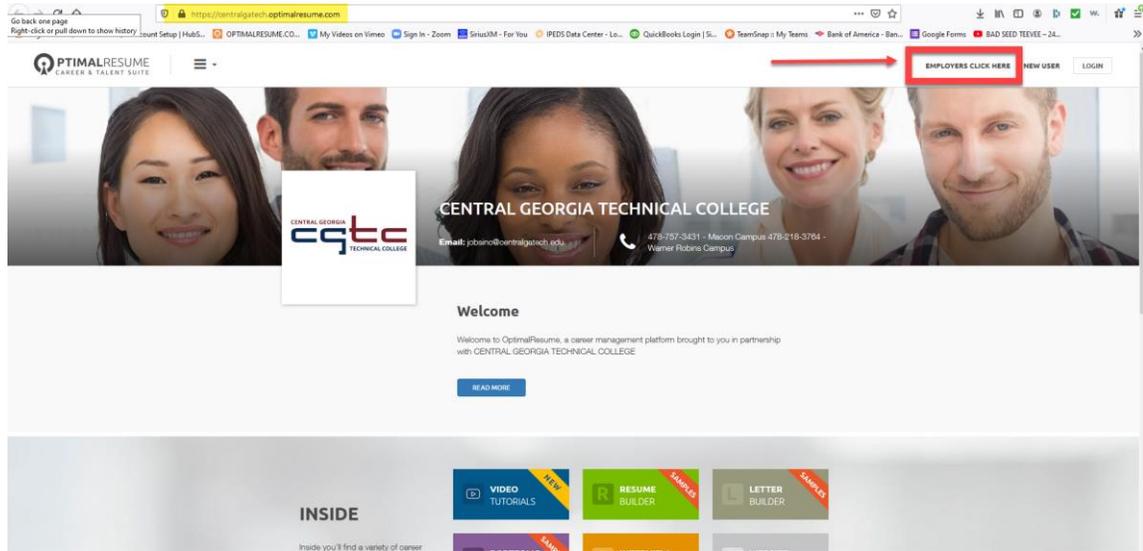
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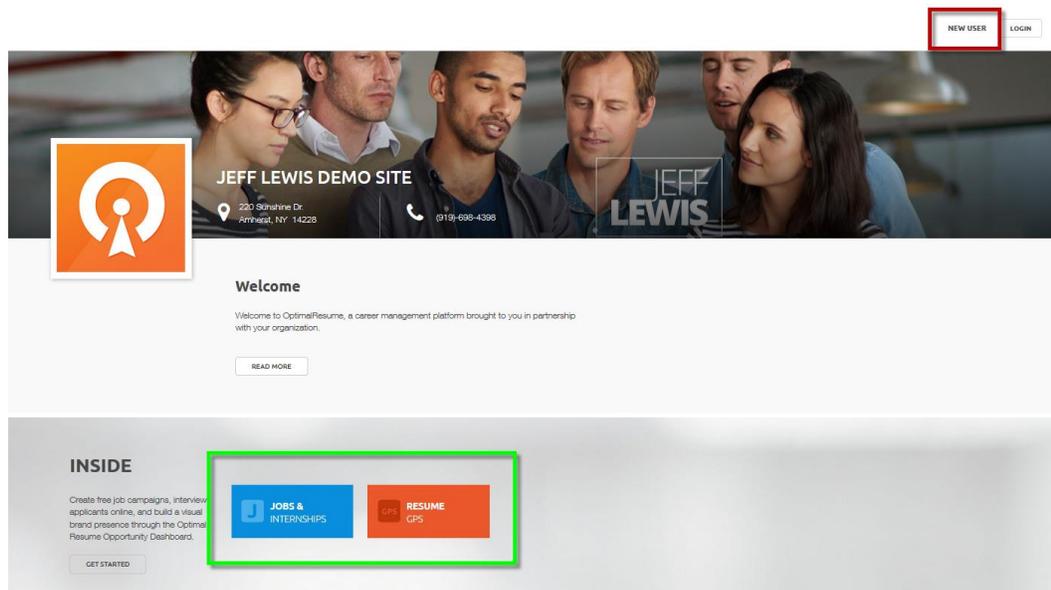
## Creating an Employer Account:

An Optimal Employer Account can be created in one of two ways:

1. An Institution Admin Creates the Account for the Employer
2. The Employer Creates the Account from the Institution's Optimal Homepage
  - Go to the <https://centralgatech.optimalresume.com/> and click the *Employers Click Here* button.



- This brings you to the Employer login page where you will click the NEW USER button. The page will look very similar; however, upon closer examination you will see it is different and geared toward employers



## Completing Your Employer Profile:

1. Complete your **Employer Profile**, agree to the **Terms and Conditions** and click **Create Account**. Shortly thereafter you will receive an e mail confirming the successful *registration* of your account.

Account Information

### Contact Information

\* Title: Mr. ▼

\* First Name:

\* Last Name:

\* Email:   
This will be your username

\* Password:   
5-10 characters

\* Confirm Password:

\* Phone:   
(including area code)

Fax:

Position Title:

\* Street Address 1:

Street Address 2:

\* City:

\* State: [Not US or Canada] ▼

\* Zip:

\* Country: UNITED STATES ▼

Show contact information to students

### Organization Information

\* Organization Name:

? \* Third Party/Contract Recruiter:  Yes  No

Logo:  No file selected.

Division:

\* Description:

\* Industry: hold CTRL down to make multiple selections  
Max. 3  
Academic  
Accounting  
Agriculture/Farming/Agribusiness  
Architecture - Commercial  
Architecture - Landscape

Organization Website:

\* Street Address 1:

Street Address 2:

\* City:

\* State: [Non-US State] ▼

\* Zip:

\* Country: UNITED STATES ▼

**Be sure to upload a company logo so you can market yourself to students via our unique Opportunity Dashboard!**

**Don't forget your website**

**Be sure to agree to the T&C and check the EEO statement**

### User Agreement

\* EEO Statement  
I hereby affirm that my organization is an equal opportunity employer, offering employment without regard to race, color, religion, sex, national origin, age, disability, or citizenship unless legally required, and provides equal employment opportunity to disabled veterans, and veterans of the Vietnam era.

\* I have read and I agree with all [Terms & Conditions](#)

After submitting your profile, it will need to undergo a **validation process** by OptimalResume.

**IMPORTANT:** Be sure to be as thorough as possible in your account profile to ensure being *validated*.

For the safety of its subscribers, Optimal then conducts an investigation to ensure the validity of potential employers. Among the things that may cause your account to be declined is any one or combination of the following:

- Incomplete profile
- Lack of corporate website
- Lack of corporate e-mail address
- Other

Optimal understands that not all businesses have corporate websites and/or corporate e mails so it is important to be as specific as you can in your profile to mitigate any potential erroneous declining of validation. If you believe your account to have been declined erroneously, please contact support@optimalresume.com or call (877) 998-7654.

Optimal operates on standard EST business hours of Monday-Friday 9am-5pm and therefore validation can take anywhere between 24 and 72 hours depending upon when the account was created.

REGISTERED EMPLOYERS: SIGN IN HERE

Please enter your email address and password to log into the system.  
If you don't have an account, please [click here](#)  
Forgot your password? [Click here](#) and we'll email it to you.

Email:

Password:

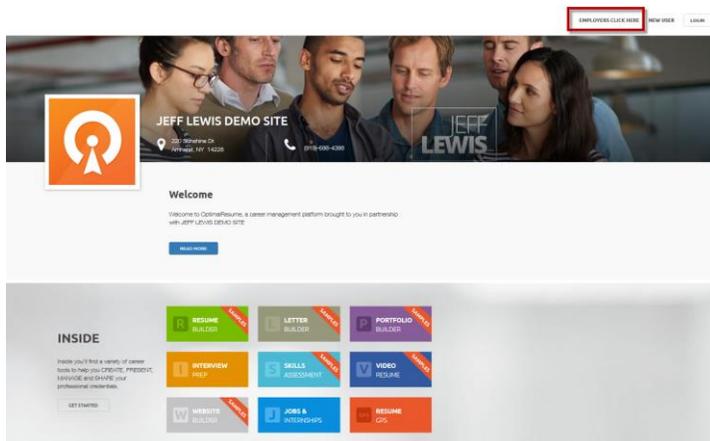
Login

**IMPORTANT:**  
Wait to receive two emails before trying to login:  
- One indicating that you have successfully *registered*  
- One indicating that your account has been *approved*

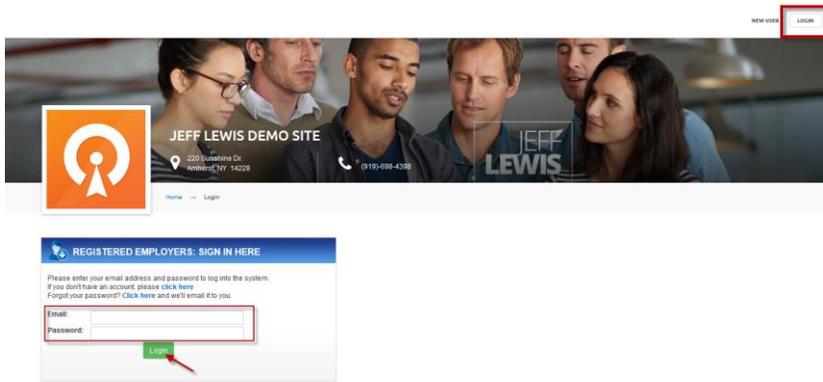
Once you have received the **Your Employer Account Has Been Approved** email you can then login and begin posting!

## Logging In at a School's Optimal Site:

1. Go to the school's optimal site and click **Employers Click Here**



2. Click the Login Button; enter your e mail and password and click **Login**



*You are now logged in!*

## Posting a Job at an Organization's OptimalResume Website:

1. Logging in brings up the **Post Jobs** wizard for that particular organization. You can copy an existing job (if you are a returning user) or create a new posting from scratch. To copy an existing job, select the job you want copied, and that data will be added for you on the next page, allowing you to edit where needed without having to enter everything from scratch. Then click **Continue**. If it is a new posting simply click **Continue** to begin the process.

One can copy an existing job or create a new posting from scratch

To copy an existing job simply select the desired job and click *Continue*. This allows you to create a new posting

This will preload all the data for you allowing you to edit where you see fit without having to start from scratch.

Job Title	Posted Date
Demo Job	November 6, 2014
Finance Intern (Ref ID: N00L)	January 6, 2015
Finance Intern	July 2, 2014
Finance Intern (Ref ID: N00L)	January 6, 2015

2. Enter **Job Information** and click **Continue**. Any fields with a \* next to it are required before you can proceed to the next page.

Copy Existing Job Information Job Locations How to Apply Target Criteria Duration

### JOB INFORMATION

\* Position Title:

Reference Id: (for tracking purposes)

\* Employment Type:   
Co-op  
Contractor  
Externship  
Fellowship

\* Job Category:(max. 5)   
hold CTRL for multiple selections  
Administrative/Clerical  
Advertising  
Advertising/Marketing/Public Relations  
Aerospace/Aviation/Defense  
Agriculture, Forestry, & Fishing  
Airlines  
Animation & Visual Effects: 2D & 3D  
Architectural Services  
Arts, Entertainment, and Media

Desired Start Date:

Number of Openings:

Duration:

Approximate hours per week:

If position requires overtime, enter it here:

\* Paid:  Yes  No

Salary Range: \$  - \$  / Hour

Travel Percentage:

\* Job Qualifications:  
(Enter any required skills needed to perform this job)

\* Job Description:

Contact:  
(please include contact information (optional))

Back Continue

Try to be as thorough as possible but at minimum be sure to complete all required fields

**NOTE:**

***About Copy & Pasting from a Word document***

If you copy and paste from a MS Word document you will likely inject hiddencode into the posting fields. This can cause unusual formatting and at times even inhibit the ability to continue with the posting.

To ensure this does not happen, you can copy and paste first into Notepad (or some other such plain text application) then from there eliminate all bulleting or formatting of any kind. Next, copy and paste from Notepad into the posting fields and format as you see fit using the editor ribbon to add boldface, bullets, etc.

3. Add **Job Location(s)** using the drop down menu to select state, enter city name and click **Add** button. Repeat for multiple locations. Click **Continue** when ready.

4. Enter the items you require from a candidate to apply and click **Continue**

Indicate your **Target Criteria** by enabling the desired field, selecting the desired option from the list and clicking the >> button. Scroll down and click **Continue**. (**Note:** Target Criteria may not be available at all organizations)

Copy Existing Job Information Job Locations How to Apply Target Criteria Duration

**TARGET CRITERIA**

**Job CAMPAIGN** DIRECTOR OF COACHING

Enter target criteria for your campaign below. All students will receive your campaign unless you enter specific criteria here.  
*Note:* You may skip this step.

**Education Fields**

Enable	Field Name
<input checked="" type="checkbox"/>	Degree
<input type="checkbox"/>	Class Standing
<input type="checkbox"/>	Majors
<input type="checkbox"/>	Language Skills

**Options List:** (hold CTRL for multiple select)

- Associate
- Bachelor
- Certificate
- Credentialed
- Diploma
- Doctorate
- High School
- Law Degree
- Licensed
- Master

**Selected Options (max. 10):** (hold CTRL for multiple select)

Back Continue

5. Select a **Duration** of 30, 60, or 90 days, and click **Continue**.

Copy Existing Job Information Job Locations How to Apply Target Criteria Duration

**SET DURATION**

**Job CAMPAIGN** DIRECTOR OF COACHING

Duration: 30 days

Back Continue

***Congratulations! You have posted your job!***

## Editing a Job Posting:

Because Schools have the capability of approving or declining job postings, employers are not allowed to edit postings once they have been approved. as this would defeat the objective of schools controlling the content on their sites. Any information in a campaign may be edited up to 12 hours after being submitted for approval. At that point, in order to edit a posting you will need to either:

1. Contact the Career Center at the school at which the job was posted or
2. Contact Optimal Support by e mail\*at [Support@optimalresume.com](mailto:Support@optimalresume.com) or by phone at (877)-998-7654.

### **\*NOTE:**

In addition to the edit(s) you want made, please be sure to include the name of the employer, the name of the posting and the school at which you posted for us to locate and edit the correct posting

## Extending/Cancelling a Job Campaign:

To Extend:

1. Login to your account and click the **View Posted Jobs** button
2. Click the **View** button to reveal the details of the campaign
3. Click the **Campaign Duration** tab
4. Select the length of the extension (30, 60 or 90 day) from the drop down menu
5. Click **Add Extension**

#Order Id	Created By	Video Screening Package	Order Date	Duration	Price
#156895	JEFF LEWIS DEMO SITE	NO	May 14, 2015	60 days	FREE
#159666 Extension Order	JEFF LEWIS DEMO SITE	NO	July 8, 2015	30 days	FREE

Days Active: 90    Total Days: 90    Total Price: \$0

Post Duration: 60 days

**Add Extension**

Status Activity

Status: Active    Last Update: July 8, 2015 02:22 PM (GMT-05:00) EST    Updated By: Career Counselor

(Select Status)    Update Status    Cancel Status

0 Message(s)

Send Message:

Enter message here (optional)

Attach Files

Browse... No file selected.

Send Message

To Cancel a Posting:

1. Login to your account and click the **View Posted Jobs** button
2. Click the **View** button to reveal the details of the campaign
3. Click the **Status/Messages** tab
4. Use the **Select Status** drop down menu to select **Cancelled**
5. Click the **Update Status** button.
6. Enter a message and click **Send Message** (optional)

## Viewing Applicants:

1. Login to your account and click the **View Applicants** tab on the top menu bar.
2. Use the various filters if to locate the desired applicant and click the VIEW button to reveal the applicant information.
3. Preview documents, create an interview, add notes and/or rate the applicant and document whether an offer has been extended/accepted

### NOTE:

An employer cannot delete a post but they *can* cancel it. If you do want the post deleted then contact Optimal Support at [Support@optimalresume.com](mailto:Support@optimalresume.com) and request it.

Operations Director

Job information Status/Messages **Applicants** Campaign Duration

Applicant Rate: --Show All-- Filter Applicants

Send an email or message to the applicant

1 Applicants Create Emails/Send Forms

#	Student	Application Date	Application Rate	New Messages	Actions
1	Jeff Lewis JLewDSA@gmail.com	January 31, 2014	Not Set	0	View

Documents Online Interview/Videoconference Notes/Messages/Applicant Rating Offer Extended/Accepted

Application Date: 01/31/2014, 01:52 PM

Document Type	Document Name	View
Resume	DirectorClientServices	Preview

Preview the applicant's resume

## To Edit/Update your Employer Profile

4. Login to your account and click the **Account** tab. After making your changes, scroll down and click the **Update Account** button

SEARCH RESUMES POST JOBS VIEW POSTED JOBS VIEW APPLICANTS **ACCOUNT** POLICIES CONTACT

JEFF LEWIS DEMO SITE

220 Southshore Dr  
Aurora, IL 60009 (P) 910-690-4388

Home Manage Account

Update account information

Update Account Information Update Organization Profile Update Profile

Contact Information

\* Title: Mr

\* First Name: Alex

\* Last Name: Ferguson

Organization Information

\* Organization Name: MJC Academy

\* Third Party/Contract Recruiter: Yes No

Log: Browse No file selected

Make your edits and then scroll down and click Update Account

User Agreement

\* EEO Statement  
I hereby affirm that my organization is an equal opportunity employer, offering employment without regard to race, color, religion, sex, national origin, age, disability, or citizenship unless legally required, and provides equal employment opportunity to disabled veterans, and veterans of the United States.

\* I have read and agree with all Terms & Conditions

Update Account Cancel

## **Additional questions?**

Contact Optimal Support at [support@optimalresume.com](mailto:support@optimalresume.com) or toll free Monday-Friday, 9:00am – 5:00pm EST.