

Job Advert Templates

CREATING AND MANAGING YOUR ADVERTS

Introduction

Within your Workspace on TalentLink, you have access to an app – ‘Job Advert Templates’ which allows you to create advert templates for standard jobs which you can use whilst raising vacancies on TalentLink.

This guide will provide you step-by-step instructions on how to;

| | Page |
|----------------------------------|-------|
| 1. Create a Job Advert Template | 3-7 |
| 2. Copying a Job Advert Template | 8-10 |
| 3. Deleting Job Advert Templates | 11 |
| 4. Using a Job Advert Template | 12-13 |
| 5. Troubleshooting/FAQ's | 14-15 |

Throughout the guide, you will see the following icons which indicate the WMJobs Team's recommendations which will help you with all your [title] queries.



Top tips



Important Information

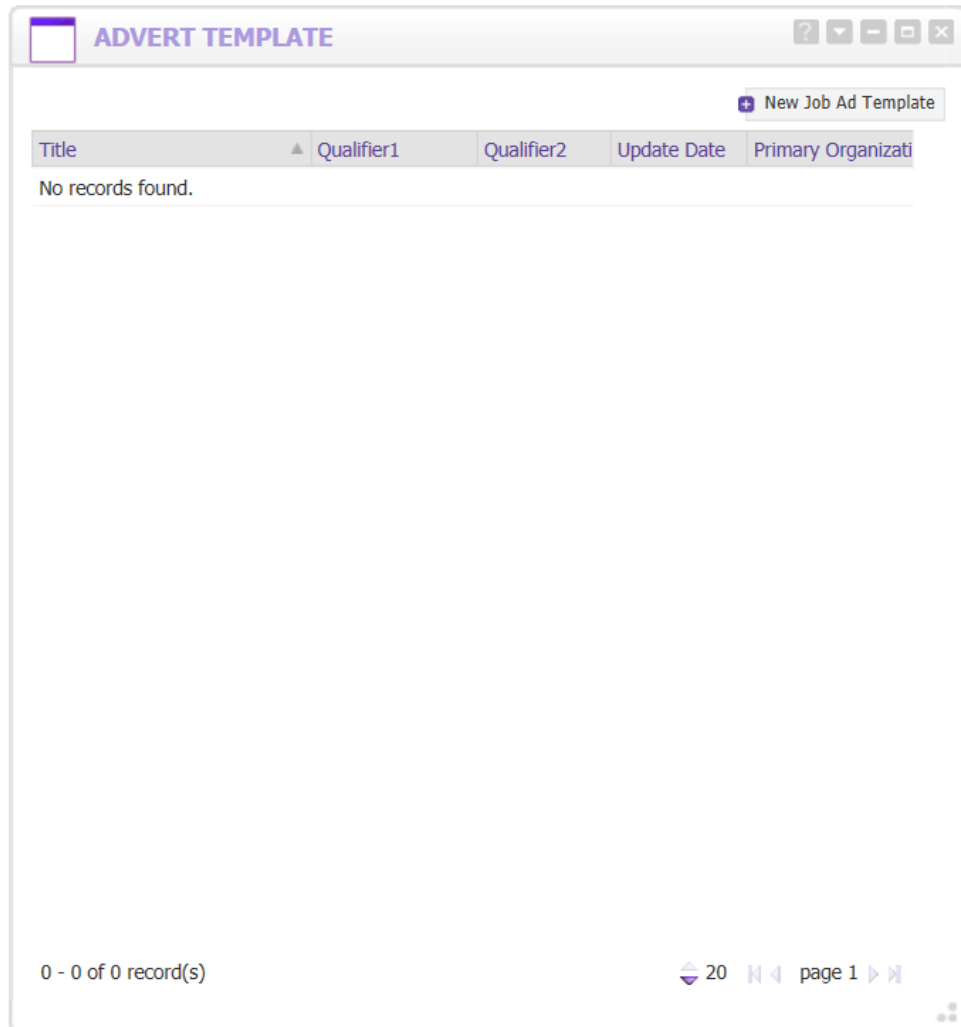


Best Practice

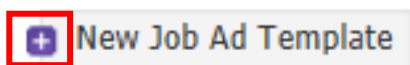
1. Creating a Job Advert Template

To create a Job Advert Template, log-in to TalentLink and you will be taken to your Homepage.

If you take a look at your Homepage, if you scroll down, you will see an app called 'Advert Templates';



To create a new template, at the top right-hand side of the app, you will see the option 'New Job Ad Template'. Click on the plus icon next to the title;



When you click this option, you will see a pop-up box appear where you will then enter all the details for the advert you are creating.

The first part of the template will ask you for the **title of your advert template**, which you will need to enter as this is mandatory.

You will then see the **language of your template** – this will be defaulted to '**English (UK)**'.

You will then select which **organisation** you want the template to appear under;

CREATE JOB AD TEMPLATE

Title *

Language *

Organisation *
 [Share](#)

Job Advertisement strapline

Characters left: 150



You are only able to select '**Level 1' Organisations** when creating Job Advert Templates.

Also, if you have **Qualifiers** set up in your environment, you will be able to allocate Job Advert Templates to your qualifiers, by selecting the option from the drop-down list when this appears. These options will only appear if you have qualifiers set-up in your configuration

You will see underneath the option of '**Job Advertisement strapline**'. This is a functionality which is no longer used so this can be ignored.

If you then scroll down, you will then see boxes where you can input the information for the content of your job advertisement;

CREATE JOB AD TEMPLATE

☒ Plain Text ☐ HTML

[Lock whole content](#) / [Unlock whole content](#)

About us

Characters left: 4000/4000

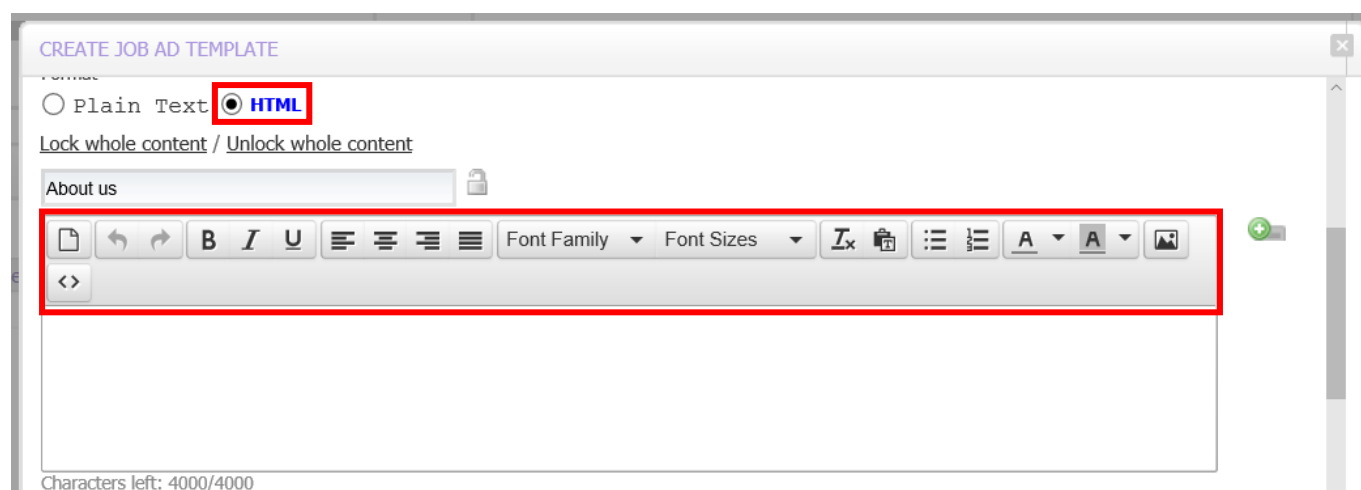
The role

Characters left: 4000/4000

Key requirements

[Create](#)

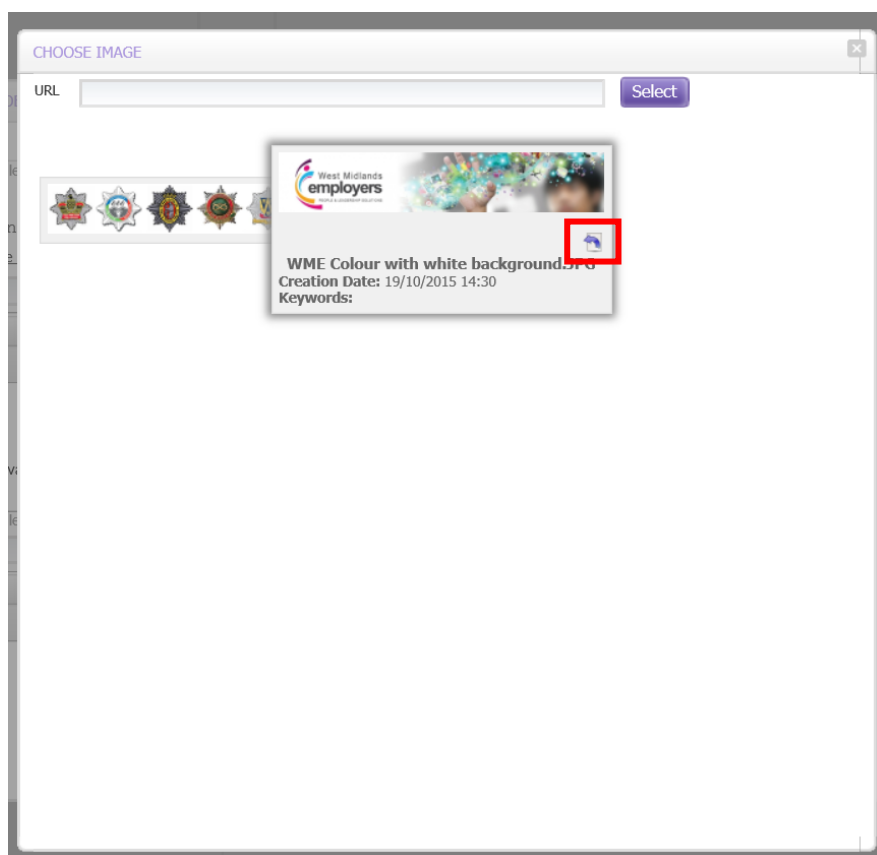
At the start of the boxes, you will see the option of 'Plain Text' or 'HTML'. This will be defaulted to 'Plain Text', but if you change this to 'HTML', the template will allow you to format the text entered into the template;



When setting up a Job Advert Template, you will have access to your '**Image Library**' where you will be able to enter images into your templates so they appear each time you use them. To access the library, when creating the template, select the '**Image Library**' logo;



You can then select from your library which image you want to appear in the template. Click on the image, and select the paper icon for this to appear on your template;





For more information about 'Image Library', [please visit our Service Centre](#)

You will see that each box on the template has a character limit of 4000 characters – when you are typing or pasting information, you will see the counter change;

If you need to use more than 4000 characters, you can use the boxes below and your advert will follow on when appearing on the front end of the website.

On the right-hand side of each section, you will see a green icon which will give you access to system standard merge fields. If you click this icon, you will see the available merge fields appear;

The merge fields are broken down into sections – if you select the plus icon next to the merge field name, you will see those available.



If you decide to use merge fields in your advert template, you will need to **test these fields within the Sandbox environment**. Depending on the set-up within your environment, you may find that you are using some fields which relate to the merge fields, but not others, therefore, an exercise would need to be done locally to understand the mapping on the fields you are using and the merge fields

If you scroll to the bottom of your template, you will see that you can add images again in the specified areas on your advert, for example, headers. This is again using the **'Image Library'** functionality;

Images

Header 1

Choose image

Header 2

Choose image

Top of Job Description

Choose image

Bottom

Choose image

Create

To add an image, click on the box where it reads 'Choose image', and you would follow the steps shown on **page 5**.

Once you have populated all the information for your template, click on 'Create'.

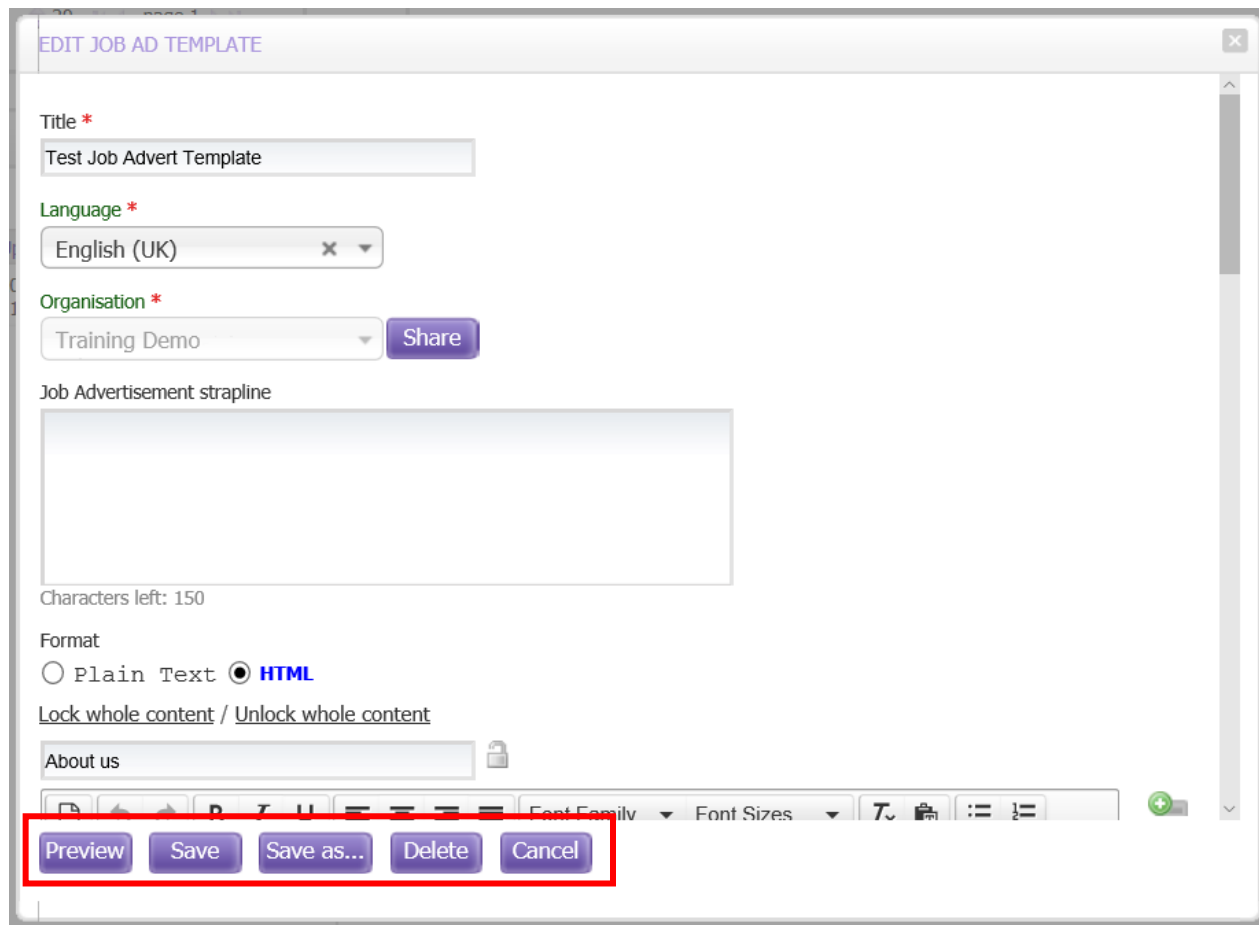
This will then appear in your app on your Homepage;

| ADVERT TEMPLATE | | | | | New Job Ad Template | |
|--------------------------|------------|------------|---------------------|--------------------|---------------------|--|
| Title | Qualifier1 | Qualifier2 | Update Date | Primary Organizati | | |
| Test Job Advert Template | | | 20/09/2017 11:46 | Training Demo | | |

2. Copying a Job Advert Template

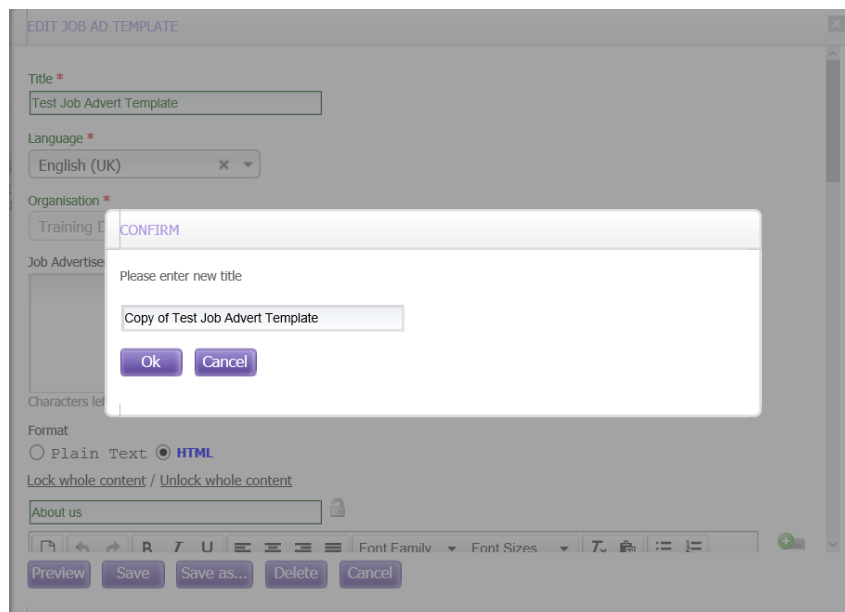
If you want to **copy a template that already exists**, if you go to your app on your Homepage - from the list, click on the name of which advert template you wish to copy.

When you click the name, a pop-up will appear and at the bottom of the screen, you will then see some options;



The screenshot shows the 'EDIT JOB AD TEMPLATE' form. At the bottom, a red box highlights five buttons: 'Preview', 'Save', 'Save as...', 'Delete', and 'Cancel'. The form fields include: Title (Test Job Advert Template), Language (English (UK)), Organisation (Training Demo), Job Advertisement strapline (empty text area), Characters left (150), Format (HTML selected), Lock whole content / Unlock whole content, and About us (empty text area).

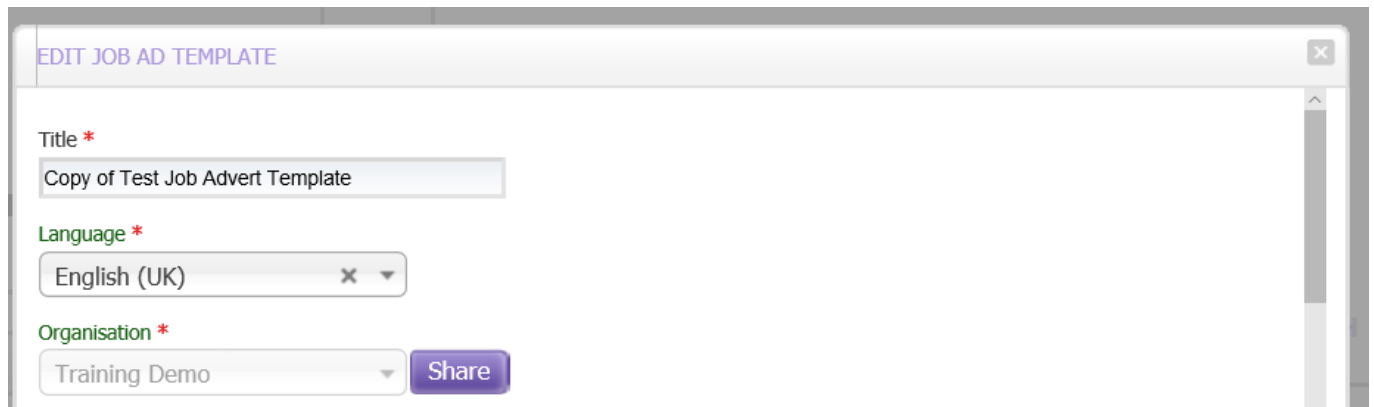
From these options, if you select '**Save as...**' a prompt will appear which will ask you to name the **new template** that you are creating;



The screenshot shows the 'EDIT JOB AD TEMPLATE' form with a 'CONFIRM' dialog box open. The dialog box contains the text 'Please enter new title' and a text input field with 'Copy of Test Job Advert Template'. The 'Ok' and 'Cancel' buttons are at the bottom of the dialog. The background form is dimmed, showing the same fields as the previous screenshot.

Once you have renamed the template, click '**Ok**'.

The screen will then refresh and you are able to edit the new template you have created as the title of the template has now changed;



EDIT JOB AD TEMPLATE

Title *
Copy of Test Job Advert Template

Language *
English (UK)

Organisation *
Training Demo

Share

You can then amend the template as you like and click '**Save**'.

You will also see the new template appearing in your app on your Homepage;



| Title | Qualifier1 | Qualifier2 | Update Date | Primary Organization |
|----------------------------------|------------|------------|------------------|----------------------|
| Copy of Test Job Advert Template | | | 20/09/2017 11:54 | Training Demo |
| Test Job Advert Template | | | 20/09/2017 11:46 | Training Demo |



When you copy a Job Advert Template, the system will copy this to the **organisation it was created in**

If you wish to copy a template that already exists in one organisation and want to copy it to another within TalentLink you have access to, you have the option to share.

If you want to share a template, from the Advert Template app, click the name of the template you wish to share – this will bring up the template information. Next to the Organisation that's selected, click the '**Share**' button.

EDIT JOB AD TEMPLATE

Title *
Copy of Test Job Advert Template

Language *
English (UK)

Organisation *
Training Demo

Share

This will then bring up a list of the organisations you have access to and you can select where you want to share this to;

SHARED DEPARTMENTS

- ☐ Associate Opportunities
- ☐ Best Practice Organisation
- ☐ Birmingham City Council
- ☐ Bromsgrove and Redditch Councils
- ☐ CBDL Demo
- ☐ Corporate Library
- ☐ Coventry 2017
- ☐ Coventry CC
- ☐ Coventry Education
- ☐ Dudley Education
- ☐ Dudley Metropolitan Borough Council
- ☐ East Staffordshire BC
- ☐ Entrust Support Services Ltd
- ☐ Heart of Worcestershire College (DO NOT USE)
- ☐ Hereford and Worcester Fire and Rescue Service
- ☐ Herefordshire Council
- ☐ Lichfield District Council
- ☐ Malvern Hills District Council
- ☐ MSS Best Practice Organisation
- ☐ New Client 1
- ☐ North Warwickshire BC
- ☐ Nuneaton and Bedworth BC
- ☐ Reach2 Academy
- ☐ Recruiter Best Practice
- ☐ Rugby

Save



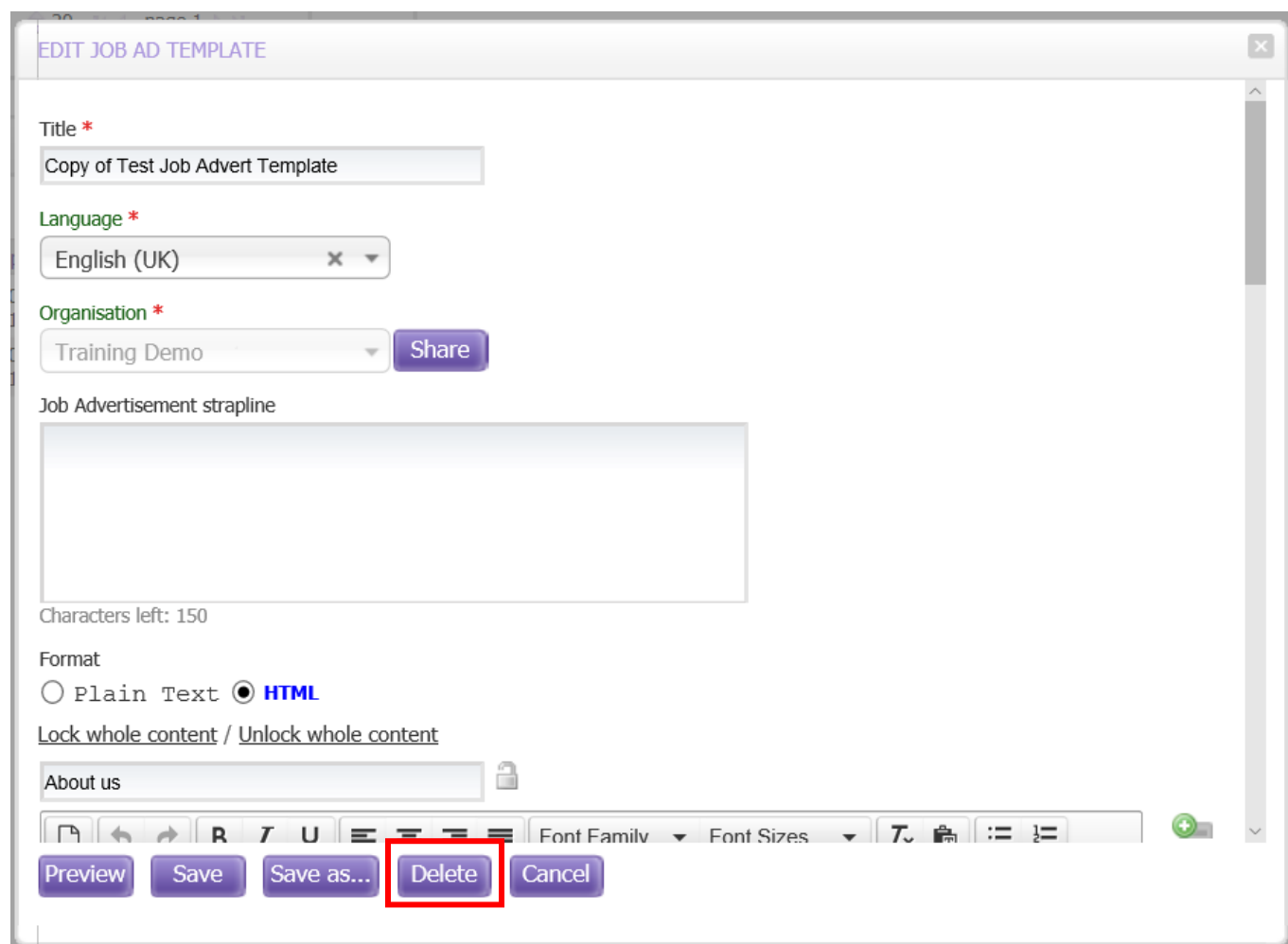
This will be different for all users depending on what Level 1 Organisations they have access to within TalentLink

Tick the options you wish to share with and click '**Save**'.

3. Deleting a Job Advert Template

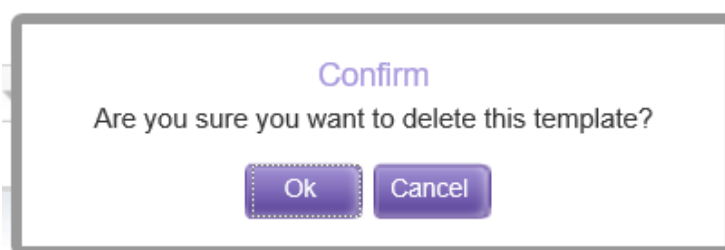
If you no longer wish to use an Advert Template, if you go again to your Advert Template app on your Homepage, click on the name of the template you wish to delete.

The template pop-up will then appear and from the options at the bottom of the screen, click '**Delete**'.



The screenshot shows a web application window titled "EDIT JOB AD TEMPLATE". It contains several form fields: "Title *" with the value "Copy of Test Job Advert Template", "Language *" with a dropdown menu showing "English (UK)", and "Organisation *" with a dropdown menu showing "Training Demo". There is a "Share" button next to the Organisation field. Below these is a "Job Advertisement strapline" text area. At the bottom, there is a "Format" section with radio buttons for "Plain Text" and "HTML" (which is selected). Below the format section is a "Lock whole content / Unlock whole content" link. At the very bottom, there is a toolbar with buttons for "Preview", "Save", "Save as...", "Delete" (highlighted with a red box), and "Cancel".

When you click 'Delete', the system will ask if you are sure you want to delete it;



The screenshot shows a confirmation dialog box with the title "Confirm" and the text "Are you sure you want to delete this template?". At the bottom of the dialog are two buttons: "Ok" and "Cancel".

Click '**OK**' to confirm.

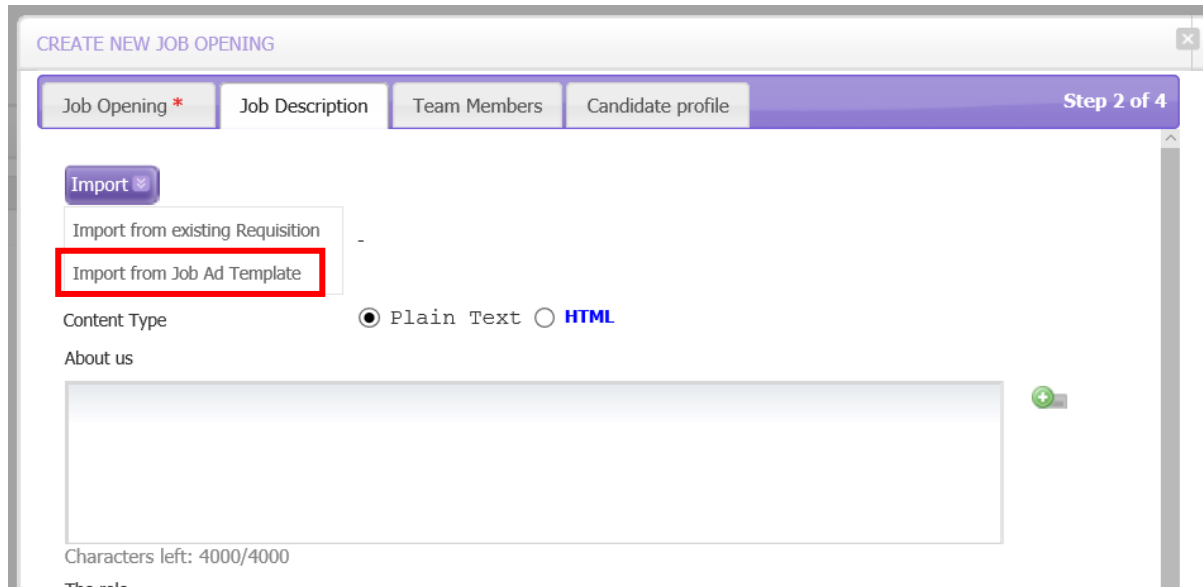
This advert will then be removed from the system and your app.

4. Using a Job Advert Template

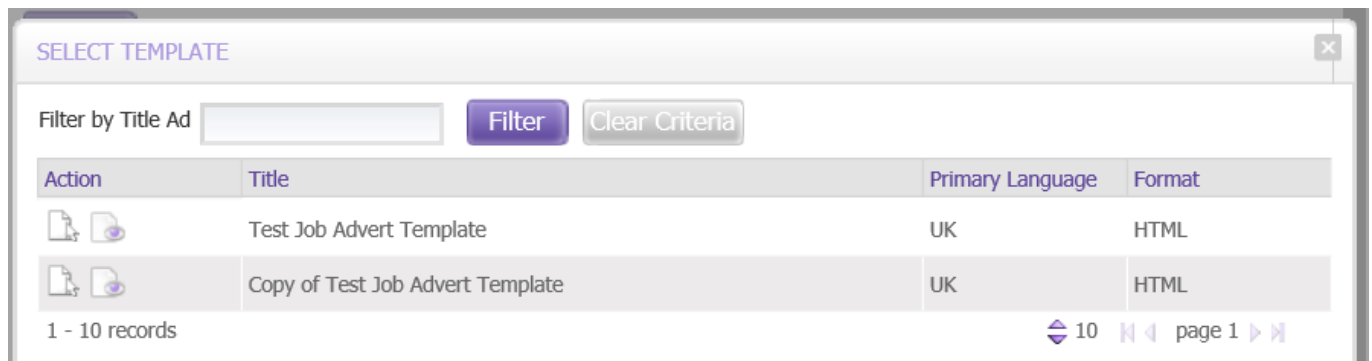
Once Advert Templates have been created, you can then use them when raising vacancies within TalentLink.





When you are raising a vacancy, when you come to the 'Job Description' tab of your requisition, you pull the template through by using the 'Import' function.

If you click 'Import', you then select the 'Import from Job Ad Template' option;




You will then see a list of the templates you have access to;



| Action | Title | Primary Language | Format |
|---|----------------------------------|------------------|--------|
|   | Test Job Advert Template | UK | HTML |
|   | Copy of Test Job Advert Template | UK | HTML |

1 - 10 records 10 page 1

You can preview the template by clicking the  icon.

To select the template for use, click on the  icon to the left of the name of the template you want to use.

Once you select the template for use, you will then see the information has been populated with the system telling you, what template is currently in use;

CREATE NEW JOB OPENING

Job Opening* Job Description Team Members Candidate profile Step 2 of 4

Import

Current template in use Test Job Advert Template

Content Type ☐ Plain Text ☒ HTML

About us

Font Family Font Sizes

This a test vacancy

Characters left: 3710/4000

If you want to select another template to use, you would follow the steps above, and this would override the template that is currently in use.

5. Troubleshooting/FAQ's

I have created an Advert Template, but I can't see this in my Advert Template app – why?

If you can't see this in your app, it's probably related to how your app is filtered on your Homepage. If you go to your Homepage, and to your Advert Template app, at the top right-hand side of the app, you can see a small arrow;



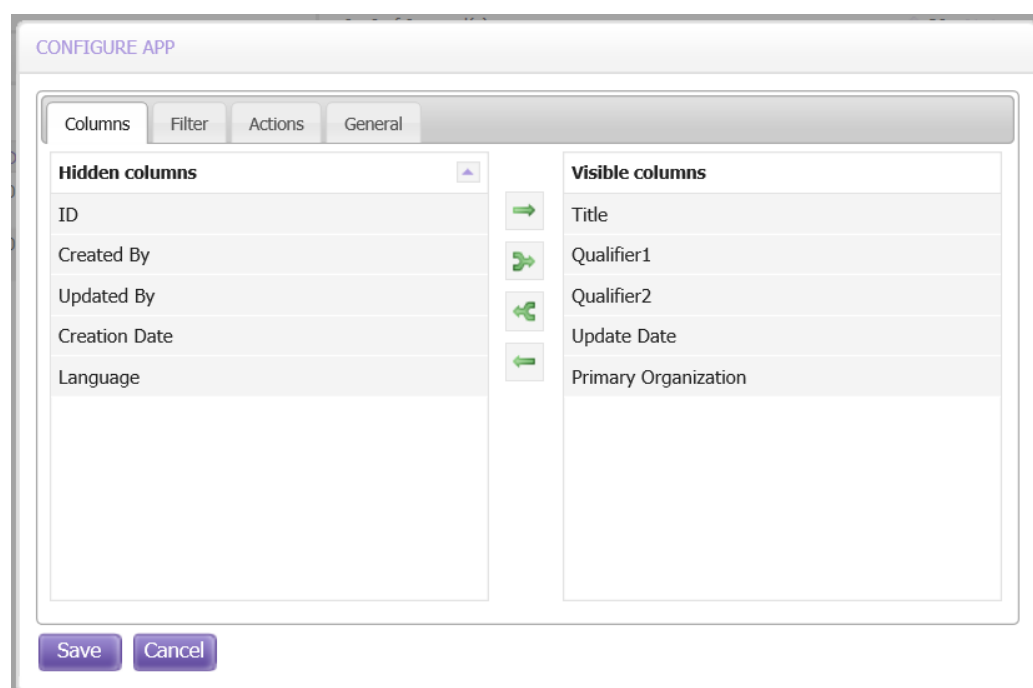
By selecting this arrow, this will allow you to filter the app.



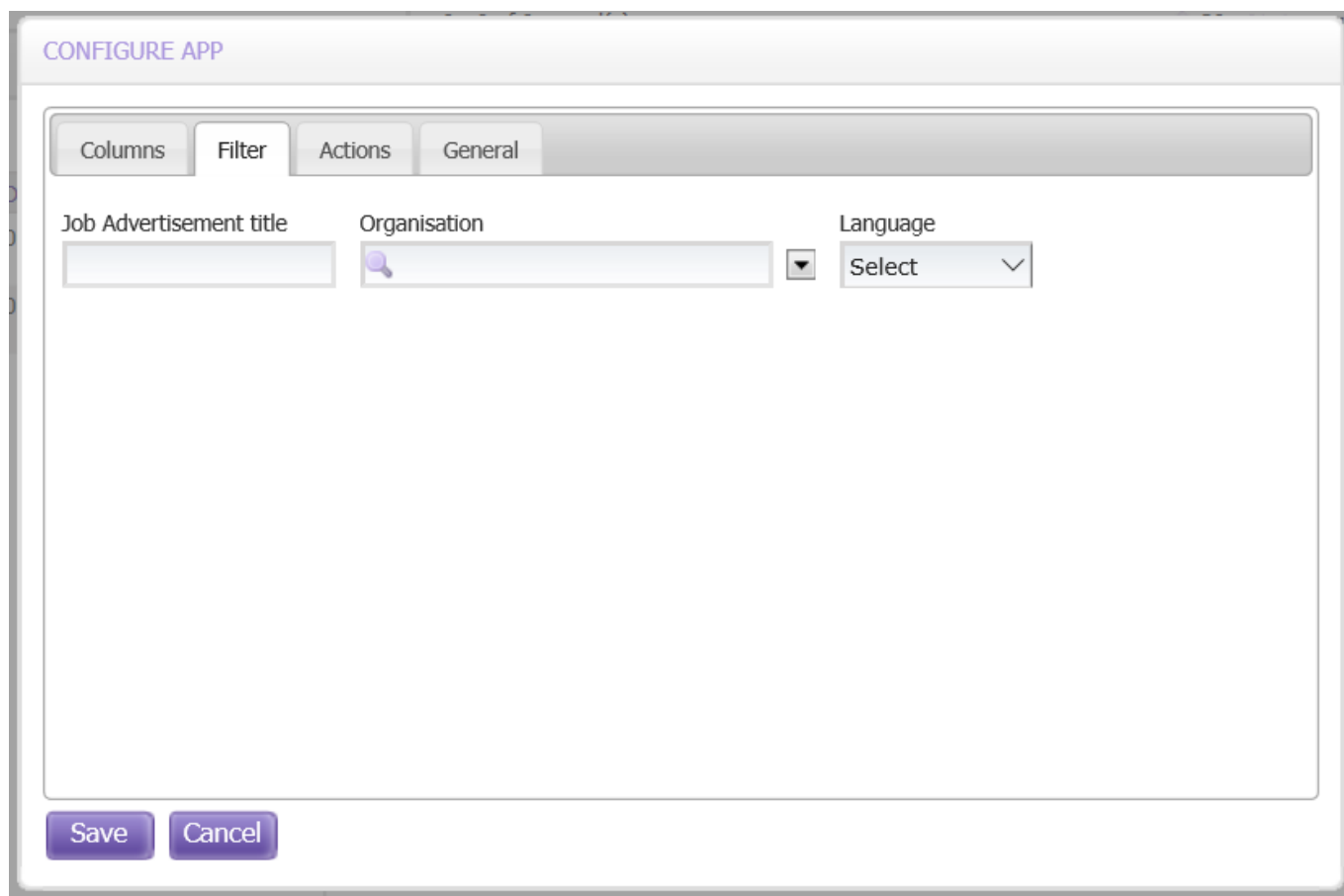
If you can't see this arrow on your app, this is linked to your **roles and rights** within TalentLink. In order for you to be able to access the filter, you will need the role of '**Manage Homepage – Configure Apps**'

This will need to be allocated to you by a Local System Administrator. Once this is assigned, you will be able to see the filter. Please bear in mind that this role can **only be removed by a Global System Administrator**

Once you select the arrow, you will see some options appear;



If you click on the '**Filter**' tab along the top of the screen, this will allow you to select the organisation you can see;



The screenshot shows a 'CONFIGURE APP' window with a 'Filter' tab selected. The window contains three input fields: 'Job Advertisement title' (a text box), 'Organisation' (a search box with a magnifying glass icon), and 'Language' (a dropdown menu with 'Select' and a downward arrow). At the bottom of the window are 'Save' and 'Cancel' buttons.

Select the Organisation you want to see, and click '**Save**'.



You can only select one **Organisation filter at a time for your app**, but this won't affect you using the templates when raising vacancies on TalentLink

You can now create and amend Job Advert Templates!

We have outlined in this guide the essential information you need to know about creating and managing your Job Advert Templates within TalentLink.

We have created several resources for you to use which sit on the **Solution tab on the Service Centre**

You can visit the Service Centre at <http://wmemployers.freshdesk.com/helpdesk>



Job Advert Templates is a short module featured in our **Open House Recruiter Training**. If you or any colleagues are interested in attending an open house training session, please contact the team who will be able to provide you with further information.