XML Job Import Specification

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Introduction

By building a feed that conforms to our specifications, it will ensure the fastest processing of your file and provide the most control of how you'd like your jobs categorized and distributed on Nexxt.

Once you have completed your feed, we will test the feed to ensure completeness. Please contact your Digital Account Manager (DAM) at Nexxt to provide them with the URL so that our team can review.

XML File Handoff

Once you have generated a test XML file, please contact your Nexxt Digital Account Manager (DAM) for review. The file can be placed on a URL on your website, or provided to us via FTP.

a. XML File Source URL: If you are building a file, please simply provide us with the link to where the file is located (preferred). The URL should be accessible via the web.

b. FTP File Transfer: If you desire to drop the file to us via our FTP server, please contact your Nexxt Digital Account Manager and they will create a folder and provide the appropriate credentials. We also have the ability to pull from your FTP site.

XML Import Specification

Example XML feed

Fields in red are required; other fields are optional but strongly encouraged:

```xml
<?xml version="1.0" encoding="utf-8"?>
<source>
<publisher>Publisher Name</publisher>
<publisherurl>http://www.examplejobsite.com</publisherurl>
<lastbuilddate>Fri, 10 Dec 2012 22:49:39 GMT</lastbuilddate>
<job>
<title><![CDATA[Sales Executive]]></title>
<date><![CDATA[Fri, 10 Dec 2005 22:49:39 GMT]]></date>
<externaltrackingid><![CDATA[unique123131]]></externaltrackingid>
<companyname><![CDATA[Big ABC Corporation]]></companyname>
<applyurl><![CDATA[http://www.examplejobsite.com/viewjob.cfm?jobid=unique123131]]></applyurl>
<applyemail><![CDATA[url@apply.com]]></applyemail>
<city><![CDATA[Phoenix]]></city>
<state><![CDATA[AZ]]></state>
<country><![CDATA[US]]></country>
<postalcode><![CDATA[85003]]></postalcode>
<rate><![CDATA[0.30]]></rate>

<description><![CDATA[Do you have 1-3 years of sales experience? Are you relentless at closing the deal? Are you ready for an exciting and high-speed career in sales? If so, we want to hear from you!
[…]
We provide competitive compensation, including stock options and a full benefit plan. As a fast-growing business, we offer excellent opportunities for exciting and challenging work. As our company continues to grow, you can expect unlimited career advancement! ]]></description>
<salary><![CDATA[$50K per year]]></salary>
<education><![CDATA[Bachelors]]></education>
<jobtype><![CDATA[fulltime, parttime]]></jobtype>
<category><![CDATA[CategoryID1, CategoryID2]]></category>
<experiencelevelid><![CDATA[2125]]></experiencelevelid>

</job>
[…]
</source>
```

XML Field Definitions

<publisher>	Optional	Include the site name or the name of the agency, company or entity providing the feed.
<publisherurl>	Optional	Indicate the url of the careers page or source url of the publisher.
<lastbuilddate>	Optional	Indicate the creation date of the file.
<title>	Required	Job title of the job being posted
<date>	Optional	Start date of the job being posted
<externaltrackingid>	Required, varchar(100)	Provide a unique ID or external tracking ID for the job
<companyname>	Required, varchar (100)	Name of Company for the job being posted
<applyurl>	Required, unless <applyemail>l field populated, varchar(300)	URL of where the jobseeker would be redirected. Please append any tracking codes to this url to ensure that Nexxt traffic is visible within your analytics system.
<applyemail>	Required, unless <applyurl> is populated, varchar(300)	Email address where applies should be sent. Only used for Employer jobs where URL is not available.
<city>	Required	Indicate the city of the job posting. Note that City, State OR Postal Code must be provided, and city state must be a valid USPS City/state.
<state>	Required	Indicate the state of the job posting. Note that City/State OR Postal Code must be provided, and city state must be a valid USPS City/state.
<country>	Required (Var(2)	Indicate the two character country in which the job is located.
<postalcode>	Required	Indicate the Postal Code of the job posting. Note that City/State OR Postal Code must be provided, and city state must be a valid USPS City/state.
<rate>	Optional	Variable bidding rate by job. Must be limited to two decimal points.
<description>	Required	Job description; no character limit, but must be wrapped in CDATA
<salary>	Optional	
<education>	Optional	Educated required minimum education level, i.e. bachelors, masters, Phd., etc.
<jobtype>	Optional	Indicate full time, part time, per diem, etc.
<category>	Optional	Please provide up to two categories. See Appendix I for mapping. If no category is provided, then Nexxt will auto-categorize the job based on job title.
<experiencelevelid>	Optional	Indicate desired experience level. See appendix III for options.

Allowable HTML in Jobs

Nexxt allows for the use of basic HTML text formatting elements, listed below:

- <P>   Paragraph
-
      Line Break
- <B>   Bold
- <I>   Italics
- <EM> Emphasized
- <OL>   Ordered List
- <UL>   Unordered Lists
- <LI>   Line Item

The Nexxt job import process will remove (scrub) the following elements and text:

- <HTML>
- <HEAD>
- <BODY>
- Additional scrubbing of style related information will occur including the removal of style element, class attribute, and xml namespacing of nodes.
- Phone numbers, email addresses URLs and domain names

Nexxt strictly prohibits the use of higher level programming languages that can expose the Nexxt site to malicious content and/ or erratic behavior. Higher level programming languages includes, but is not limited to:

- JavaScript
- AJAX
- jQuery

Job Processing

Jobs are identified on Nexxt by the ExternalTrackingID included in the file. The following rules are applied for adding/removing jobs during import:

- If the job is in the file, but not on Nexxt, it will be posted to Nexxt.
- If the job is not in the file, but on Nexxt, it will be removed from Nexxt.

Appendix I

Below is a list of Nexxt categories. It is advisable, whenever possible, to categorize the jobs that are provided to Nexxt to ensure the highest level of accuracy. If left blank, Nexxt will auto-categorize them based on job title.

Category	CategoryID
Nexxt Automapping	174
Accounting & Finance	7
Arts, Entertainment & Gaming	21
Clerical & Administrative	8
Construction & Extraction	9
Cust. Service	180
Education, Training, & Library	24
Engineering & Architecture	25
Healthcare & Medical	10
HR	11
Information Technology	23
Insurance	16
Legal Services	27
Management & Business	28
Manufacturing & Production	15
Marketing & Advertising	14
Media & Communication	22
Merchandising, Purchasing & Retail	30
Military & Government	194
Other	12
Personal & Home Services	31
Public Relations	20
Public Utilities & Services	17
Real Estate & Building Maintenance	18
Research	13
Sales & Sales Management	26
Science & Biotech	32
Trans. & Logistics	29
Travel, Hospitality & Restaurant	19

Appendix II

The following options are available for indicating experience level.

ExperienceLevelID	Experience Level
2125	Less than 1 year
2126	1 – 3 Years
2127	3 – 5 Years
2128	5 – 10 Years
2129	10 – 15 Years
2130	15 – 20 Years
2131	21+ Years
2164	Not Specified

XML Job Level Bidding Specifications

Introduction

Nexxt provides clients with the ability to purchase performance-based (cost per click) job advertising, and provides for the ability to establish click bid rates at the job level, see job level bidding below.

Nexxt is a integrated partner with Clickcast, Joveo and Recruitics.

Job Level Bidding

When a file is provided to Nexxt, if you desire to create a bid offer at the job level, you will need to include a <rate></rate> element node in your XML file that is provided to Nexxt. **You will also need to notify your Nexxt Digital Account Manager (DAM), as there are additional setup items to prepare your account to allow for processing your bids at the job level.**

Once your account has been turned on for Job Level Bidding via XML, our system will automatically apply the bid for each job contained in the XML file.

There are three types of click bid rates as it relates to job level bidding, as defined below:

- Minimum Bid: the minimum that Nexxt will accept as a bid for clicks

- Default Bid: the default bid rate that you have assigned in Ad Center at the company level;

- Job Level Bid: the click bid offer that you are willing to pay for clicks driven to a specific job;

Some important items to note as it relates to job level bidding per our [terms and conditions](#):

1. "CPC" or "cost-per-click" rate (also known as a "pay-per-click" or "PPC rate) is the dollar rate stated for each Click-Through. A "Click-Through" results when a visitor clicks through to Client's Content. Client will pay Nexxt the applicable CPC rate set forth below:

2. Per Job Rate: If Client provides job postings via a feed, upon prior written approval by Nexxt, Client may provide the rate for each job posting contained in such feed.

3. Minimum Rate: Client understands and agrees that (i) Nexxt's minimum job posting rate under this SA is set forth in the SA, and (ii) if it includes a rate that is less than such minimum posting rate for any job postings in its feed, then Nexxt will charge Client the minimum rate set forth in the SA for such job postings.

4. Default Rate: If Client does not specify "per job" job posting rates in its feed or if Client provides a supply source other than a feed, Nexxt will charge Client at the default rate set forth in the SA for such job posting.