



# Optimal Resume Employers Guide



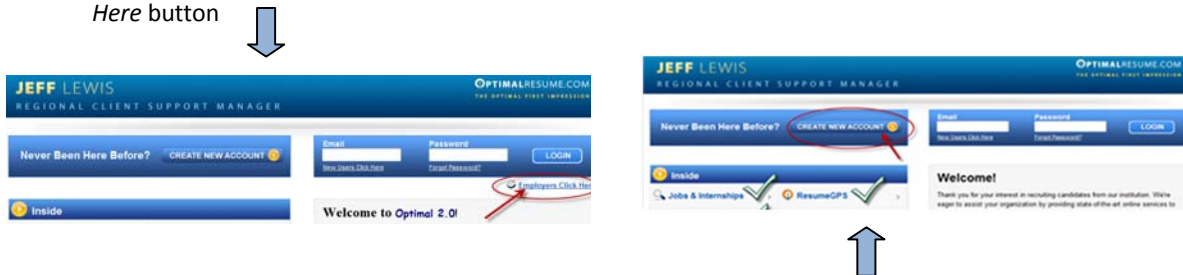
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## Creating an Account:

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*
  - a. Go to the domain of the particular institution at which you would like to post a job and click the *Employers Click Here* button



- b. This brings you to the Employer homepage where you will click the Create New Account Button. The page may look similar but if you look carefully you will see such topics as *Jobs & Internships* as well as *Resume GPS* and *Video Screening*

At this point the process is the same regardless of which method is being used

## Completing Your Employer Profile:

1. Complete your *Employer Profile* and click *Create Account*. Shortly thereafter you will receive an e mail confirming the successful registration of your account. Be sure to be as thorough as possible in your account profile to ensure being validated.

**NOTE:**

For the safety of its subscribers, Optimal then conducts an investigation to ensure the validity of all 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
- 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

**Thanks for your interest in Corporate-Connect®!**  
To protect our users, we take steps to validate all new employer accounts. You'll receive an email when your account has been approved.

**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:

Wait for your e mail confirmation of account validation to arrive before trying to login.  
Optimal Resume has a policy of validating employers prior to allowing them access. This is usually completed within 24 hours.

**NOTE:**

\*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.

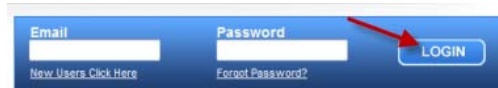
2. Check your email for **a second email approval message\***, which will notify you that your account has been validated and is now ready to use. Wait for your e mail confirmation of account validation to arrive before trying to login. Optimal Resume has a policy of validating employers prior to allowing them access. This is usually completed within 24 hours.

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

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



2. Enter your e mail and password and click *Login*



You are now logged in!

**Posting a job a Job at School's Optimal Site:**

1. This brings up the **Post Jobs** wizard for that particular institution. You can copy an existing job or create a new posting from scratch. To copy an existing job select the job you want copied and that data will preload for you, 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

Search Resumes **POST JOBS** Account info Policies Contact

Post Jobs View Posted Jobs View Applicants

Logged in as: Xcel Academy - TEST (John Testperson) Logout

Post Jobs

Create 30, 60, or 90-day Job Campaigns that reach qualified students and alumni. Target your Job Campaign by grade point average, graduation date, major/concentration, minor, area of study, degree, class standing, or work status. Qualified candidates are emailed and immediately see your organization's logo on their personal **Opportunity Dashboard**. For online applications, create online interview questions and invite select applicants to respond in video, audio, or written format. Or, schedule a live videoconference with select applicants with easy access to all online application documents.

**Copy existing job**

#	Job Title	Date
<input checked="" type="radio"/>	Accountant	11/10/2010
<input type="radio"/>	Accountant	10/10/2010
<input type="radio"/>	Accountant	10/10/2010
<input type="radio"/>	Administrative Assistant	10/10/2010
<input type="radio"/>	Administrative Assistant	10/10/2010

You can copy an existing job or create a new posting from scratch. To copy an existing job select the job you want copied and that data will preload for you, allowing you to edit where needed without having to enter everything from scratch.

2. Enter *Job Information* and click *Continue*.

PROGRESS: [Copy Existing](#) Job Information Job Locations How to Apply Target Criteria Duration

**Job Information**

**Job**  
COOPREN

**Position Title:**

Reference Id:   
(for tracking purposes)

**Employment Type:**   
Career/Degreed  
Co-op  
Contractor  
Externship  
Fellowship

**Job Category:(max: 5)**   
(hold CTRL for multiple selections)  
Accounting/Finance  
Administrative/Clerical  
Advertising/Marketing/Public Relations

if position requires overtime, enter a rate:

**Paid:**  Yes  No

Salary Range: \$  - \$  / Hour

Travel Percentage:

**Job Qualifications:**  
(Enter any required skills, abilities, or perform this job)

**Job Description:**

**Contact:**  
(please include contact information (optional))

[Back](#) [Continue](#)

**Enter at minimum all required information and click Continue**

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*

Criteria Duration

**Job Locations**

**Job** TEST

Country:  State:  City:

**ADD**

[Clear Item](#) [Clear All](#)

[Back](#) [Continue](#)

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

PROGRESS: [Copy Existing](#) [Job Information](#) [Job Locations](#) [How to Apply](#) [Target Criteria](#) [Duration](#)

**How to Apply**

**Job Campaign TEST**

**Required Items**

- Cover Letter
- Resume
- Portfolio
- Please describe desired portfolio content:
- Video Resume
- Please provide any comments about the video resume:

**Application Method**

- Use application instructions provided in Job Description.
- Apply Online Directly via Corporate-Connect®
- Email me all new applicants each day:  
Email:
- Organization Website
- Fax
- Other

Additional Application Instructions:

5. 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*

PROGRESS: [Copy Existing](#) [Job Information](#) [Job Locations](#) [How to Apply](#) [Target Criteria](#) [Duration](#)

**Target Criteria**

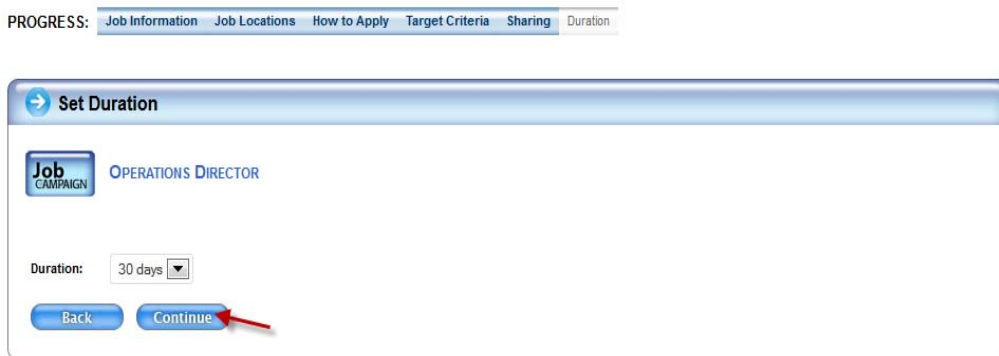
**Job Campaign TEST**

Enter target criteria for your campaign below. **Note:** You may skip this step.

**Education Fields**

Enable	Field Name	Options List	Selected Options (max. 10):
<input checked="" type="checkbox"/>	Degree	<ul style="list-style-type: none"> <li>Associate</li> <li>Bachelor</li> <li>Certificate</li> <li>Diploma</li> <li>Doctorate</li> <li>High School</li> <li>Law Degree</li> <li>Master</li> <li>MBA</li> </ul>	<input type="text"/>
<input type="checkbox"/>	Graduation Date		
<input type="checkbox"/>	Majors		
<input type="checkbox"/>	Language Skills		

6. Set *Duration* and click *Continue*.



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*Congratulations! You have posted your job!*

### Editing a Job Posting:

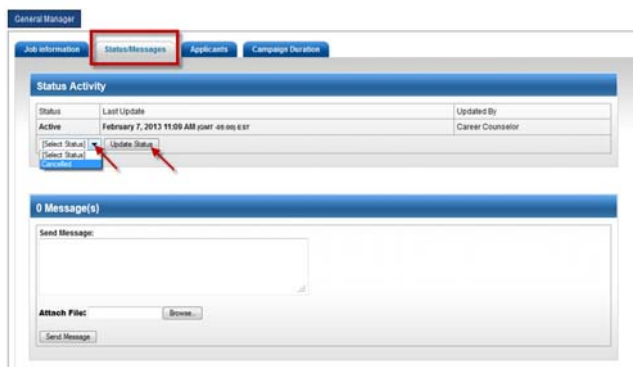
Because Schools have the capability of approving or declining job postings employers are not allowed to edit postings once they have been approved as this would defeat the objective of schools controlling the content on their sites. Any information in a campaign may be edited up to 12 hours after being 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.
3. Post a new job by copying the existing job you want edited. Edit accordingly and then cancel the old job

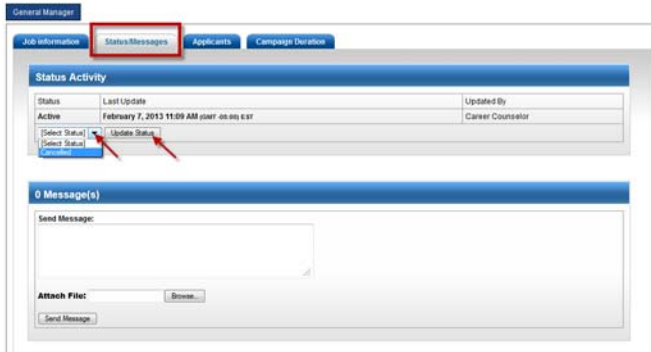
**NOTE:**  
*In addition to the edit(s) you want made, please be sure to include the name of the employer, the name of the posting and the school at which you posted for us to locate and edit the correct posting*

### Extending/Cancelling a Job Campaign:

1. Login to your account and click the View Posted Jobs button and click the *View* button to reveal the details of the campaign

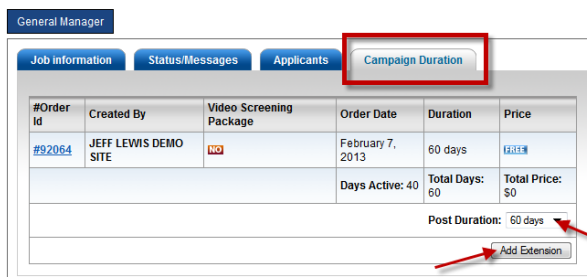


- To cancel the posting/campaign click the *Status/Messages* tab and use the *Select Status* drop down menu to select *Cancelled* and click the *Update Status* button.



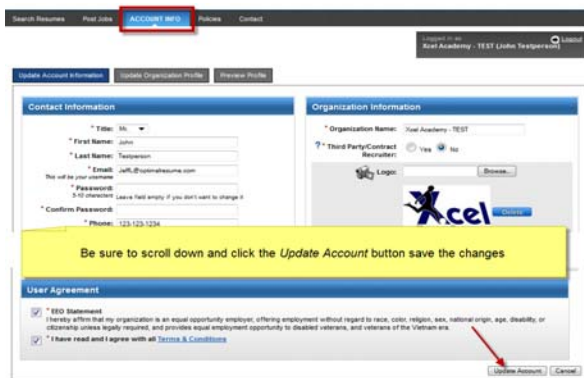
**NOTE:**  
 An employer cannot delete a post but they can cancel it. If you do want the post deleted then contact Optimal Support at [Support@optimalresume.com](mailto:Support@optimalresume.com) and request it

- To extend the campaign click the *Campaign Duration* Tab and use the *Post Duration* drop down to select either 30, 60, or 90 days and then click *Add Extension*



### To Edit/Update your Employer Profile

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



**\*NOTE:**  
 The **SEARCH RESUMES** feature will not be visible if the institution has not enabled the Resume GPS feature of Optimal Resume.  
 If the school does not choose to enable this feature then there will be no ability to search resumes at that particular school.  
 In this case one can login at what we refer to as "the hub" [https://www.optimalresume.com/employers\\_inside.html](https://www.optimalresume.com/employers_inside.html) after which one can search for candidates at all participating schools who have the Resume GPS feature enabled

### How to search for candidates using Resume GPS

- Login to your account and click the *Search Resumes\** button





2. This reveals a list of filters to help narrow your search using different criteria

The screenshot shows the OptimalResume.com search interface. At the top, there is a navigation bar with links for Search Resumes, My Candidates, Messages, Pricing, FAQs, and Contact. A yellow callout box points to a link that says "Click here to watch one of our short video tutorials." with the text "Watch tutorial here". Below the navigation bar, there are buttons for "Search Resumes", "Saved Searches (0)", and "Resume Books (0)". A search criteria box shows "16434 RESUMES" and "No search criteria have been selected." Below this, there is a list of filter categories: Education, Skills/Keywords, Candidate Location, Work Experience, Work Status, Language Skills, and Career Preferences. A yellow callout box points to this list with the text "Click any filter to reveal filter options". Below the filters, there is a pagination bar showing "16434 RESUMES" and a list of page numbers (1, 2, 3, 4, 5, 6, ..., 684). To the right, there are buttons for "Resume Books: 0 resumes remaining (Buy)" and "Candidate Screening Access: 0 candidates (Buy)". The main content area displays a grid of candidate profiles. Each profile includes a candidate name, a school logo, the school name, major(s), GPA, work status, contact info, and saved candidate status. A yellow callout box points to the candidate list with the text "These are the matches to your search criteria. As you narrow your criteria to match your needs, the list will shrink to reveal only those who match your criteria".

a. Clicking on a filter will reveal more options. See below for a comprehensive listing

i. Education

This screenshot shows the "Education" filter options. A yellow callout box at the top says "You can narrow your search to specific schools, Majors, GPA, etc.". Below this, there are tabs for "School State", "School Type", "School/University", "Class Standing", "Major", and "GPA". The "School/University" tab is selected, and a dropdown menu shows a list of schools: ADELPHI UNIVERSITY, AGNES SCOTT COLLEGE, AIMS COMMUNITY COLLEGE, and ALMA COLLEGE.

ii. Skills/Keywords and Location

This screenshot shows the "Skills/Keywords" and "Candidate Location" filter options. A yellow callout box at the top says "Filter by one or more keywords as well as geographic location". Below this, there are input fields for "Skills/Keywords" and "Candidate Location". The "Skills/Keywords" field has a "+ ADD" button. The "Candidate Location" field has a dropdown menu for "City" and "State".

iii. Work Experience and Work Status



iv. Language Skills and Career Preferences

- b. The results of your filtering will be reflected immediately in your list of potential candidates



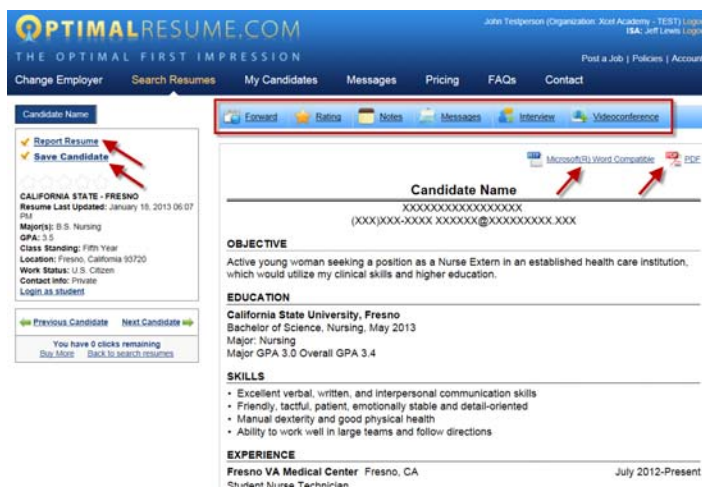
3. To View Candidates resume click their name. This will reveal their resume in a downloadable html format. You will be able to such things as:

- a. Download as a MS Word compatible or PDF document
- b. Save the candidate
- c. Message the candidate
- d. Take notes about the candidate
- e. Report the resume
- f. Rate the candidate
- g. Schedule and conduct a Videoconference
- h. Create an Online Interview

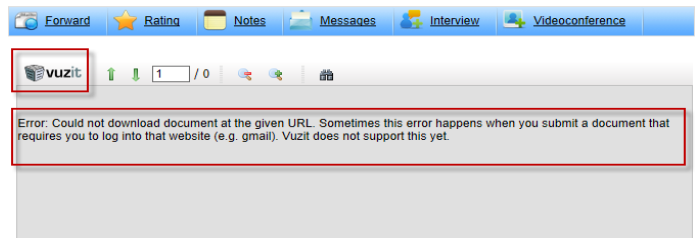
**NOTE:**

*Candidates have the option of keeping their contact information private. You will still be able to see their credentials and communicate via the system; however, their personal contact information will remain hidden.*

*If the student has decided to keep their contact information private you will see "Candidate Name" in place of their actual name.*



If the student has not used Optimal Resume to create their resume but rather uploaded a WORD doc into their account, then when an employer tries to view the document it will be displayed using a third party piece of software called VUZIT. If VUZIT has trouble displaying the document you will see a message. You can try to view at a later date or move on to the next candidate.



### How to Create a Resume Book

Optimal allows you to view candidates’ credentials prior to paying in order to help you decide whether any meet your needs.

1. Save the candidates that you like using the SAVE button
2. If and when you are ready, you may purchase Candidate Screening Package.

+
PURCHASE CANDIDATE SCREENING PACKAGE
✕

Purchase candidate screening access below. Access is limited to the number of selected candidates or duration of access, whichever comes first. Provides full access to all candidate screening functions, including online interviewing. [Live videoconferencing](#) with candidates will be available shortly at no additional cost. Does not include resume books.

#Candidates	Weeks	Price (USD)	Cost Per Candidate Per Week (USD)	Action
50	3	\$195.00	\$1.30	<span style="background-color: #00796b; color: white; padding: 5px 10px; border-radius: 5px;">✓ PURCHASE</span>
100	4	\$375.00	\$0.94	<span style="background-color: #00796b; color: white; padding: 5px 10px; border-radius: 5px;">✓ PURCHASE</span>
300	4	\$725.00	\$0.60	<span style="background-color: #00796b; color: white; padding: 5px 10px; border-radius: 5px;">✓ PURCHASE</span>
500	5	\$1,250.00	\$0.50	<span style="background-color: #00796b; color: white; padding: 5px 10px; border-radius: 5px;">✓ PURCHASE</span>
800	8	\$1,675.00	\$0.26	<span style="background-color: #00796b; color: white; padding: 5px 10px; border-radius: 5px;">✓ PURCHASE</span>
1500	16	\$2,750.00	\$0.11	<span style="background-color: #00796b; color: white; padding: 5px 10px; border-radius: 5px;">✓ PURCHASE</span>
5000	52	\$3,250.00	\$0.01	<span style="background-color: #00796b; color: white; padding: 5px 10px; border-radius: 5px;">✓ PURCHASE</span>

### Additional questions?

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