



## FALL IN LOVE WITH YOUR HIRING™ QUICKSTART GUIDE

With HireMojo, you can fill any job with the most qualified candidate faster, cheaper and easier than ever before. Just follow these 3 simple steps:

**STEP 1 :** Go to [hiremojo.com](http://hiremojo.com) to search our library of successful hiring campaigns. Just enter the title of the position that you need filled to get started with your job posting.



**FAQ :** *What determines the list of prior “successful hiring campaigns” I see from my search?*

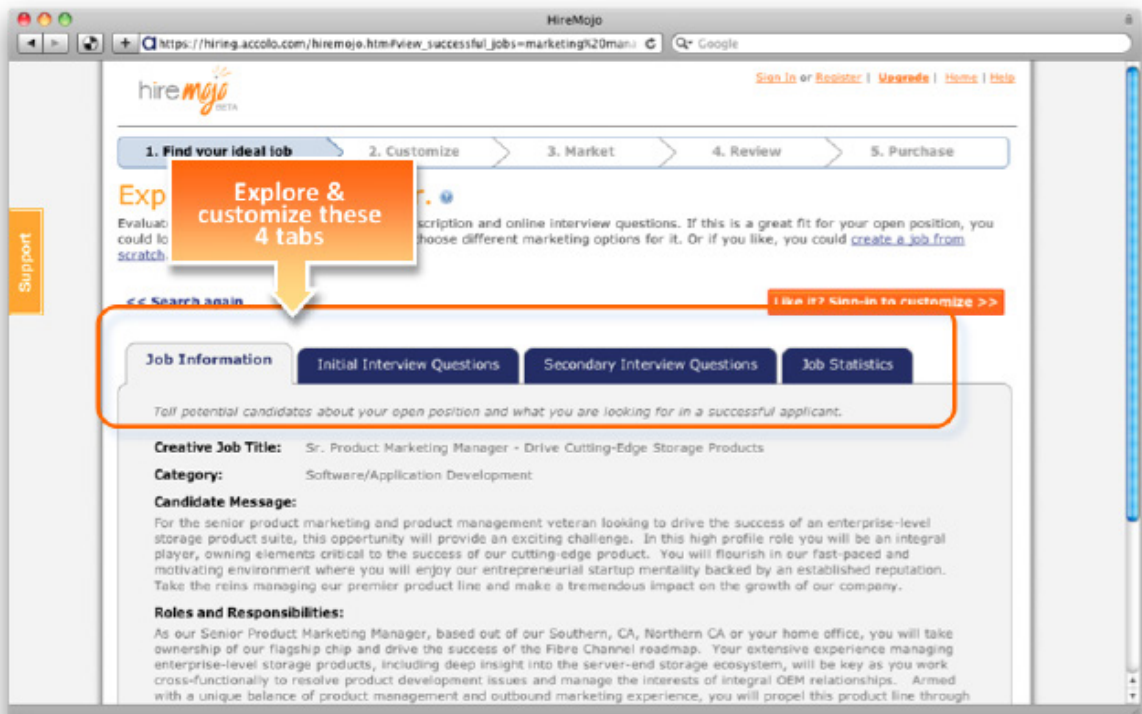
Successful campaigns are based on a perpetual learning algorithm that includes such factors as the quantity and quality of candidates that were received, the speed in finding the candidate that was hired and the hiring manager’s satisfaction.

**FAQ :** *What’s the advantage of using HireMojo’s library?*

Only HireMojo gives you a huge head start on launching your job by tapping into to our library of Job Descriptions & Interview Questions that led to *successful* hires. No more staring blankly at a Word doc with Job-Description writer’s block. We provide you with real-time examples of what’s attracting employees in your industry, which will help you find the best fit possible for your open position. Our library keeps growing and gets smarter with every hire (kind of like a weird brain-creature from a 50’s sci-fi movie, but instead of taking over the world, it helps you hire great people!).



Click on a job description that best describes your available position... and you'll be taken to the details of that job



Notice that you're on tab 1 of 4 at the top of the page: **Job Information**, **Initial Interview Questions**, **Essay Interview Questions** and **Job Statistics**. You'll want to review these other sections briefly as well to ensure the job you're evaluating is a good starting point for your own posting.

First, let's review the Job Statistics Tab...



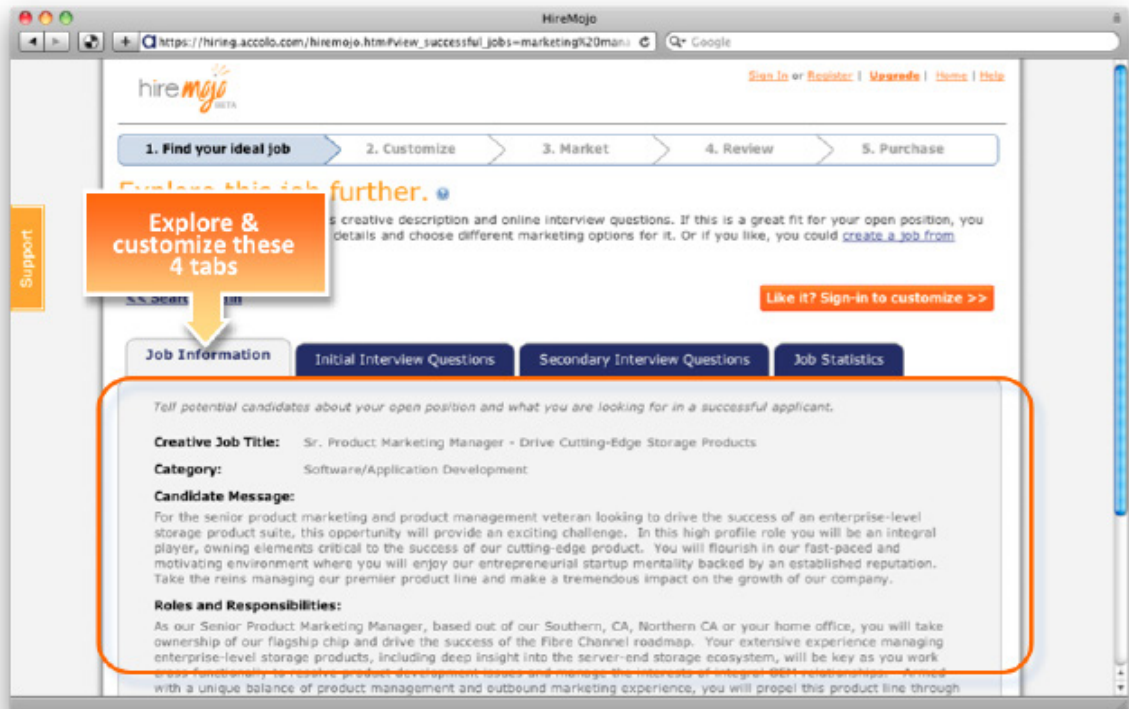
It probably feels like a no-no, but skip to the fourth tab first - it's where you'll find all of the valuable performance data for this hiring campaign. It details how the applicant pool was narrowed from the initial group down to the hire. You can also see what channels were used to create the initial applicant pool, and how long it took to find the person hired.

HireMojo is a cloud hiring platform and uses a variety of premium and specialty job boards, email campaigns and social networks to attract the most qualified candidates.

**BENEFIT :** These stats remove the guesswork about how and where to connect with great people, saving you time and making you more efficient. It also gives you insight into how long it may take to make your hire so you can plan accordingly.



Next, let's poke around in the Job Information Tab...



You probably know this best as the “Job Description” - the descriptive, specific qualifications and responsibilities of the candidate you’re looking for. You’ll see a description of the job in the **Candidate Message** field. This is where the job is “sold” to candidates. It speaks to the interesting technologies they’ll be using, the fast-track growth path, and the cool projects they’ll own. A good **Candidate Message** will make the candidate say “wow, that sounds like something I want!” The other elements are pretty self-explanatory.

**TIP :** Market your job to the right candidate with love and care, don’t just describe the role. Illustrate why your ideal candidate would want to work for your company.

Now let's check out the Initial Interview Questions Tab...



Please understand **Initial Interview Questions** are not questions asked in a physical interview. They are questions candidates answer online to determine those that match your needs & company culture. By asking the candidates a series of multiple choice questions around experience and core skills as well as about basic requirements such as location, work authorization, compensation, travel, etc., our system scores and ranks the candidates. This ensures you're evaluating the best candidates first (and weeds out the ones that shouldn't have even applied in the first place).

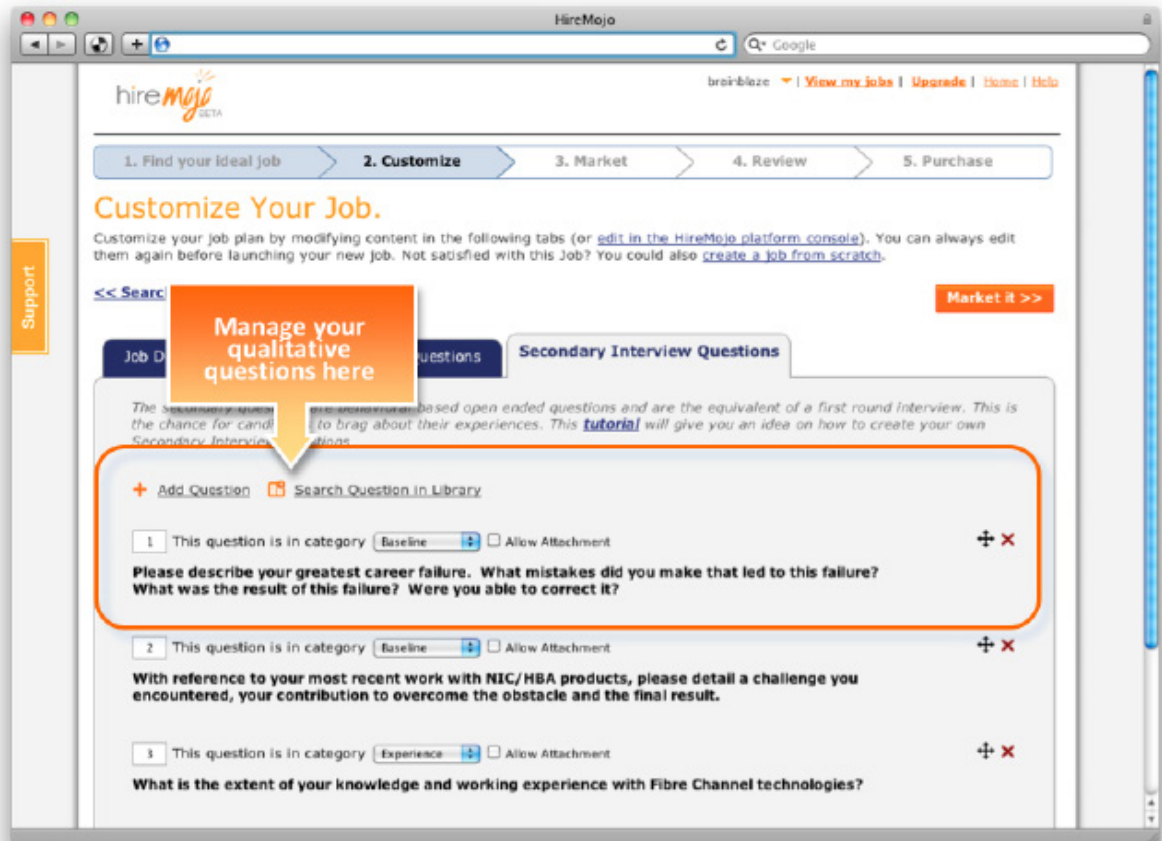
The online interviews are completely customizable and feature a point system and threshold that an applicant must clear in order to advance to the next stage in the hiring process.

**TIP :** You'll be able to Search our Library of thousands of questions and Add and Customize them to create the best mix for your job. Need them to be Bi-Lingual? Do a Search for Bi-Lingual and pick a question that is all ready pre-made.

**BENEFIT :** This vetting process effectively eliminates the headache of sifting through 100s of resumes, replacing it with a simple test of qualifications. Besides being an unprecedented time saver for you, HireMojo saves time for your applicants as well by automatically sending follow-up notifications of "thanks but no thanks" to those who don't make the cut.

**This is part of the Magic of HireMojo!**

Finally, review the Secondary (Essay) Interview Questions...



This customizable section provides a more rounded look at each candidate. Only those who score high enough to pass the **Initial Interview** are forwarded to these open-ended questions. It allows them to give you further insight into their experience, biases, work ethic, and more. Unlike the previous section, essays are not scored but are automatically passed on to you, giving you even more help in choosing which candidates to interview.

## STEP 2. CUSTOMIZE : Now, it's time to turn YOUR Mojo on...

Awesome. You've found a description that's a good starting point - time to do some minor tweaking to customize it for your specific situation – no job is exactly like yours.

Click on the big orange “Like it? Sign in to Customize” button...

Like it? Sign-in to customize >>

If you're a first time user, you'll be prompted to enter basic information about yourself and your company. There's also an option to upload your company's logo as well as one for a short description of your company's services or goals. Enter them once & HireMojo will insert the logo and description into your job postings throughout the hiring universe.

Once you've filled in all of the required information, click on the “Continue” button to go to the Customization Page and prep your job for launch

TIP : If you'd rather start from scratch than base your posting on an example from our library, click create job from scratch at the top of the screen.

Next, just go through each tab and fill out with your info.

Job Description

Initial Interview Questions

Secondary Interview Questions

Fill in your job information, including job title, category, salary and other necessary information.

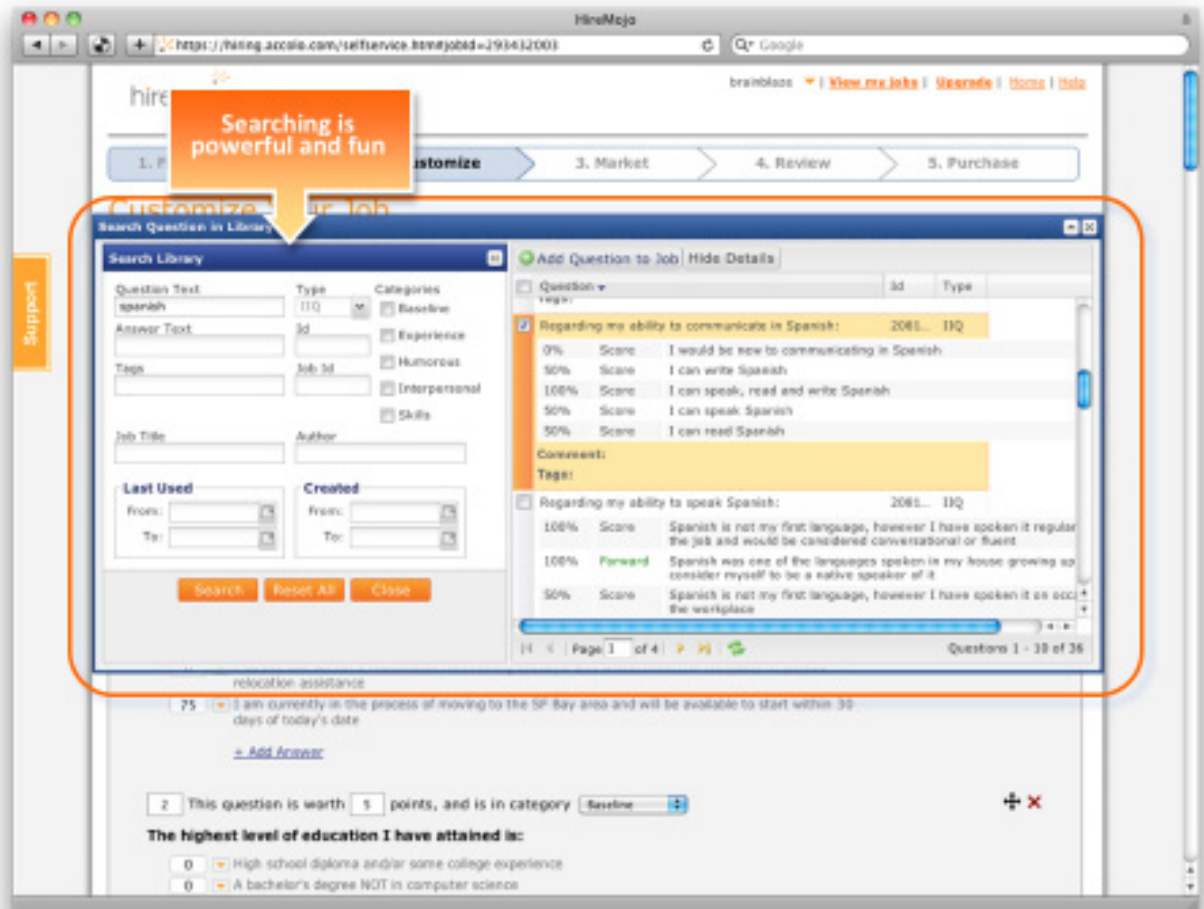
**Basic Job Information:**

* Job Title:	District Sales Manager II	* Country:	United States
* Job ID:	MAG_139FEEA7681	* State/Province:	California
* Category:	Sales	* City:	San Clemente
* Position Type:	Full Time	* Zip/Postal Code:	25251
* Career Level:	Senior Mid Level - Manager, Tea		
* EEO Job Category:	Sales Workers	<a href="#">What is EEO?</a>	
Visa Sponsorship:	<input type="checkbox"/> Citizen/Permanent Resident		
	<input type="checkbox"/> Initiate a new visa		
	<input type="checkbox"/> Transfer an existing visa		
Min Salary:			
Max Salary:			
Salary Period:	Per Year		



## Create & Customize your initial interview & essay questions...

You can **Search** our **Question Library** to help you quickly refine your online interview.



Search for questions related to detailed info about the job, languages, funny cultural references, management level, physical limitations, etc.

17 This question is worth 5 points, and is in category **Experience**

**I have hands-on experience working with the following server-side technologies:**

- 50 Apache Axis OR XFire
- 50 Servlets
- 50 Struts
- 100 2 of the above
- FWD** All of the above
- NO** None of the above

[+ Add Answer](#)

22 This question is worth 1 points, and is in category **Skills**

**Regarding the Spanish language (note: speaking Spanish is not a prerequisite for the position):**

- 100 I can read-write and/or speak Spanish at an intermediate level
- 100 I have a solid command of reading-writing and/or speaking Spanish
- NO** I do not currently have Spanish communication skills
- 79 I can read-write and/or speak Spanish at a basic level
- 100 I have mastery of the Spanish language

[+ Add Answer](#)

24 This question is worth 1 points, and is in category **Interpersonal**

**My favorite Guitar Hero song to play is:**

- 100 Double Dragon
- 100 I am not big into Nintendo and would prefer Atari
- 100 Metroid
- 100 Contra/Super Contra
- 100 RC Pro AM
- 100 Super Mario Bros. (any of the first three)

[+ Add Answer](#)

23 This question is worth 15 points, and is in category **Baseline**

**The VP/ Business Development position is a quota bearing function for which generating revenue from new business and expanding revenue on existing accounts will be a key measurement of success. This is:**

- 85 In keeping with criteria on which I am measured in my present job
- FWD** Ideal, and I will be able to provide evidence of achieving the quota targets set for me with numerous \$100M plus client companies
- 100 Ideal, and I will be able to provide evidence of achieving the quota targets set for me
- 25 Acceptable
- NO** Not acceptable

[+ Add Answer](#)



Try creating your own question from scratch by clicking “Add Question.”

Assign point values to each question and sub-values based upon answers.

23 This question is worth 15 points, and is in category Baseline

**The VP / Business Development position is a quota bearing function for which generating revenue from new business and expanding revenue on existing accounts will be a key measurement of success. This is:**

85 ☒ In keeping with criteria on which I am measured in my present job

FWD ☐ Ideal, and I will be able to provide evidence of achieving the quota targets set for me with numerous \$100M plus client companies

100 ☐ Ideal, and I will be able to provide evidence of achieving the quota targets set for me

25 ☐ Acceptable

KO ☐ Not acceptable

[+ Add Answer](#)

If the quality that a question tests for is more important, assign it a higher value, say 15 points. This way, less important questions can be awarded 10 points, and even less important ones can be awarded 5 points.

TIP : Each answer has a number to its left: this is the percentage of the total points that an applicant would receive for choosing a particular answer.

TIP : The red “KO” option means the user set the answer to be a knock out, or an automatic disqualification for the job. Applicants who select a KO answer will automatically be filtered out, helping you narrow down your candidate pool to only the most qualified ones.

TIP : The green “FWD” button. The user has set the answer to be an automatic pass to move all applicants that choose this answer forward to the Secondary (Essay) Interview Question section. This means that the applicants that have exactly what you are looking for will make it into the next stage of evaluation no matter what.

Set the Passing Score to a level that gets the right amount of candidates.

Passing Score: 70 %

The **Passing Score** is in the upper right hand corner of the **Initial Interview Questions** page. This score is up to you and it can be as severe or lenient as you’d like. Too severe a threshold may eliminate all candidates while a low one will let more candidates through to the **Secondary (Essay) Interview Question** section. The **Passing Score** can be adjusted as you go depending on the level of interest in the job.

**BENEFIT** : Those candidates that are eliminated will automatically receive an email notification of their status. This act of courtesy ensure scandidates will remember their application process with your company as a positive one. After all, candidates are your potential customers and the last thing that you want is for them to look at your company in a negative light.

### STEP 3. Market & Launch your job. Push the button!

Once your job description and interview questions are all set up, the next step is to market the job. HireMojo automatically connects to 150+ job boards and social networks as well as HireMojo's job database and network of professional recruiters.

**BENEFIT :** This is where the term "Cloud Recruiting" really comes into play. Using the cloud is the most effective way to advertise your job to the largest number of people. This allows you to get the largest initial pool of applicants and thus the highest chances of getting a handful of excellent applicants at the end of the online interview process.

Upon launch, your Job will be automatically advertised through these top Job Boards (worth over \$1400) included in the \$295 price!

- ☒ Monster
- ☒ Craigslist
- ☒ The HireMojo Career Network of 2.5M members
- ☒ VetJobs
- ☒ TheLadders
- ☒ Indeed
- ☒ Simply Hired (+additional distribution)
- ☒ ZipRecruiter (+ additional distribution)
- ☒ Employment Crossing
- ☒ Googlebase
- ☒ Bright
- ☒ Juju
- ☒ Oodle

**As well as the option to include:**

- ☐ CareerBuilder
- ☐ Dice
- ☐ SalesJobs.com
- ☐ LinkedIn



There will be an option to review, refine and approve your posting for each specific site if you want to target your message towards a particular applicant pool.

**Remember to review everything one last time (even though you can make adjustments after launch through your online dashboard).**

**3, 2, 1... Launch your Job by checking out in just a few clicks. Sit back and get ready to meet your new employees!**

# AFTER YOUR JOB IS LAUNCHED JOB & CANDIDATE MANAGEMENT

## Employee Referral Tracking : A bit of Mojo Magic!

Our unique **Employee Referral Tracking** takes “word of mouth” online by using your employees’ to add more “oomph!” to your hiring campaign. It’s well known fact that candidates hired from an employee referral are more likely better than those found from external sources.

## Social Promotion

Social networks like LinkedIn and Facebook are the best tools to connect with these referred candidates. Pushing your job listings out to everyone in your network - employees, former co-workers or even old friends from college - is simple with HireMojo.

The screenshot shows the 'Community Manager' interface in the HireMojo application. On the left is a 'Job Menu' with categories like 'Take an Action', 'Job Events', 'Job Plan', 'Job Marketing', 'Candidate Activity', and 'Job Tools'. The 'Job Marketing' section is expanded, showing 'Job Board Postings', 'Social Networking' (highlighted with an orange box), and 'Candidate Activity'. An orange callout bubble with the text 'Easily promote your job socially' points to the 'Social Networking' option. The main area of the interface is titled 'Community Manager' and shows a 'Launch Date: N/A'. It includes a status bar (Status: Pending, Support Level: Solo, Hires made:), buttons for 'Share Status', 'Send Messages', and 'Send Emails', and a notification about updating social networks. Below this are three sections for updating profiles: LinkedIn (700 characters remaining), Twitter (140 characters remaining), and Facebook (420 characters remaining). Each section has a checkbox to 'Update my [platform] profile' and a text field for 'URL title'. An 'Update' button is at the bottom right.

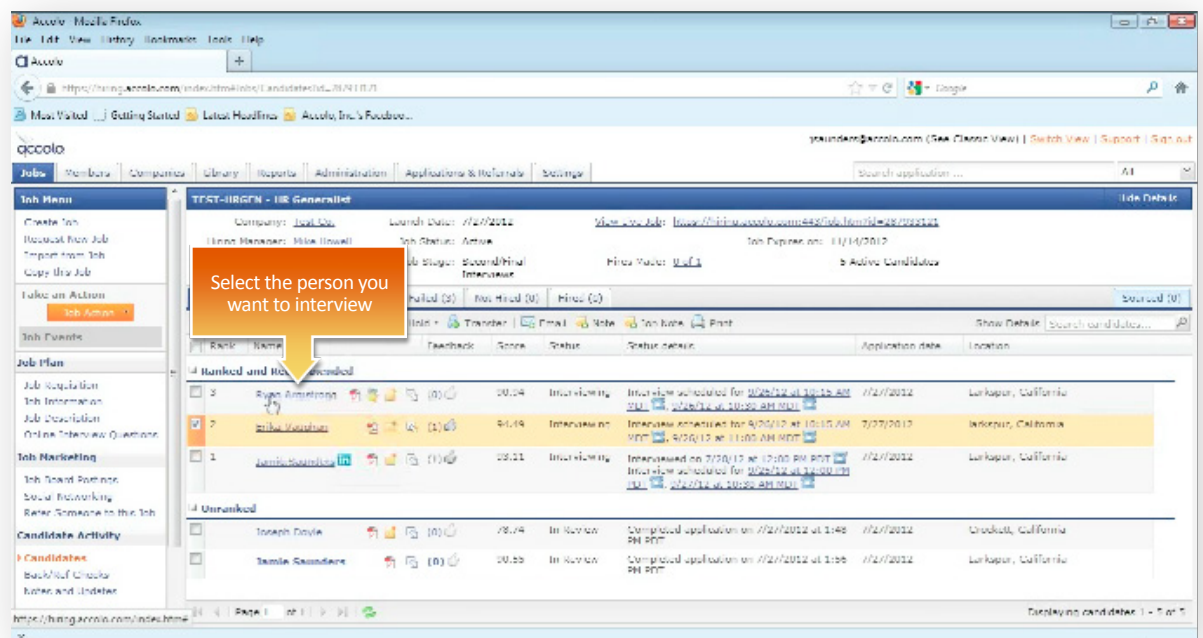
After launching your job, go to the My Jobs Menu. Look under Job Marketing in the Job Menu on the left side of the page and click on Social Networking to get to the screen above. Fill out the fields and spread the word about your great open job!



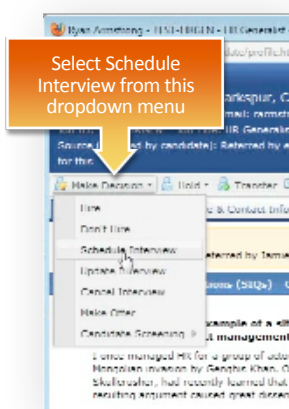
## Scheduling an interview

So now that you have some people interested in working for you (little do they know, right?) and they are being automatically qualified due to your great Initial and Secondary Interview Questions, it's time to meet them via phone or in person. Scheduling interviews is easy - that's why you're using HireMojo in the first place!

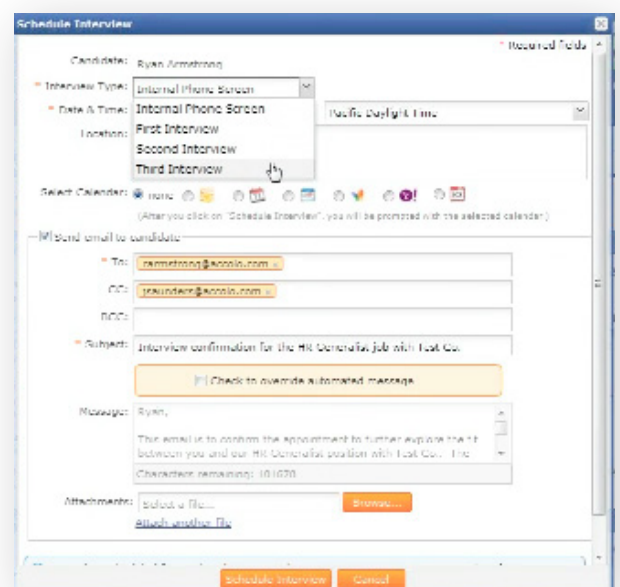
1. Log in to your Hiring Dashboard and select "Candidates" from the Candidate Activity section of the Job Menu on the left.



2. Click on the candidate you want to schedule an interview with. Then, select Schedule Interview from the Make Decision drop-down.



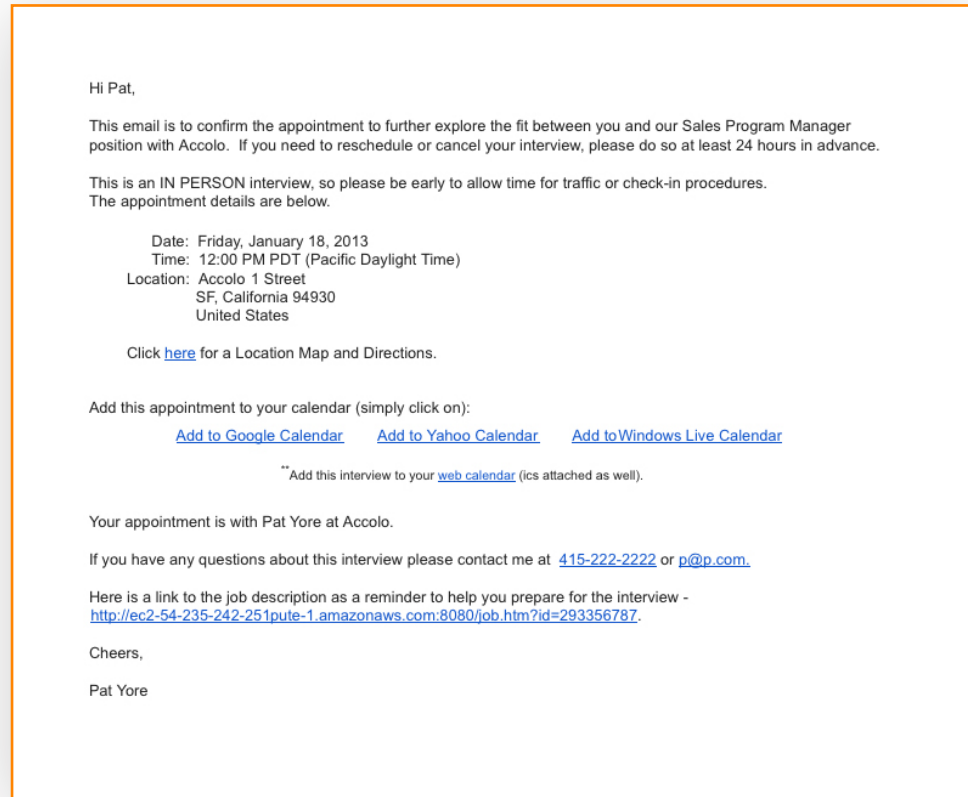
3. Select the interview type, time, location (if it's in person) a calendar to add it to, and the info for an auto email to be sent to the candidate.



4. Add files if you want to, click Schedule Interview - done!

## 5. Automated “interview” email

Once your interview is scheduled, the candidate will automatically receive an automated email from the HireMojo system that looks something like this...

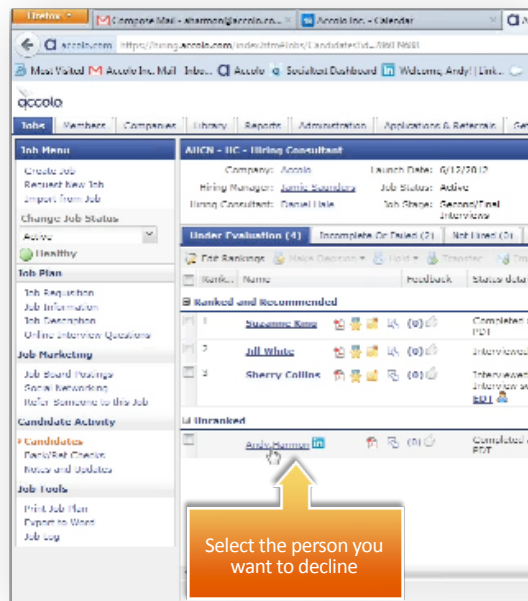


As you can see this email saves you a ton of time, but also provides the candidate all the information they need to get to and perform in the interview - Date, Time, Location, Map, Calendaring option, contact info, link to the job listing, etc. Now you can focus on the interview instead of managing emails!

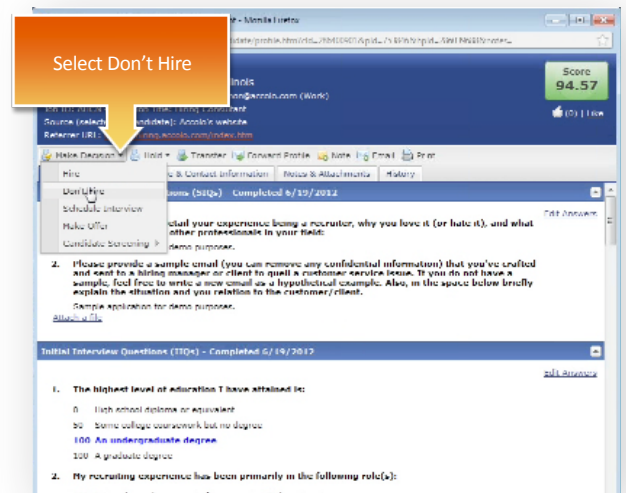
## Declining a Candidate

The sad part of any search for a great employee is telling the ones that don't fit the bill "thanks, but no thanks." HireMojo ensures that everyone who applies is treated with the kindness and respect they deserve, a simple courtesy that strengthens your employer brand.

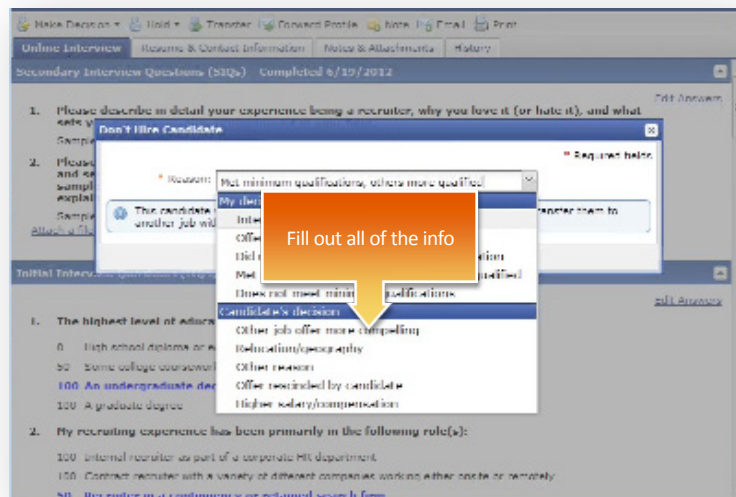
1. Log in to your Hiring Dashboard as you did when Scheduling an Interview and select the person you want to let down easy...



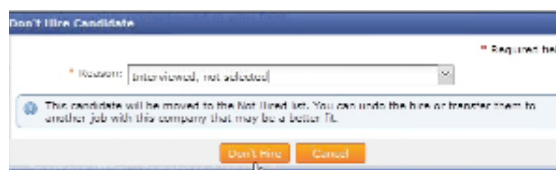
2. Then select Don't Hire from the Make Decision drop down menu...



3. Choose the reason for declining the candidate from the drop-down menu,



4. Click Don't Hire and an automated message will be sent to the candidate.





## 5. Automated “decline” email

As we mentioned, telling a candidate “no” can be an unpleasant part of hiring - unless you use HireMojo. Once you set up the decline, the candidate receives an automated email like this to let them down easy and make sure they know they can move on to the next job...

Pat,

Thank you for completing the online interview for the Sales Program Manager job with Accolo in SF, California.

We carefully reviewed your background and experience, and though we do not have a position that is a strong match with your qualifications at this time, we will be keeping your resume active in our system. We greatly appreciate you taking the time to apply.

Should the requirements for this job change or we identify other jobs that may be of interest, we will be in touch.

To be notified about other Accolo jobs, please create a job agent at this link:

<http://members.accolo.com:8080/a02/AcControllerServlet?actionString=MyProfile/JobAgentAction.jsp&actorId=JS&companyAgentIds=293356758>

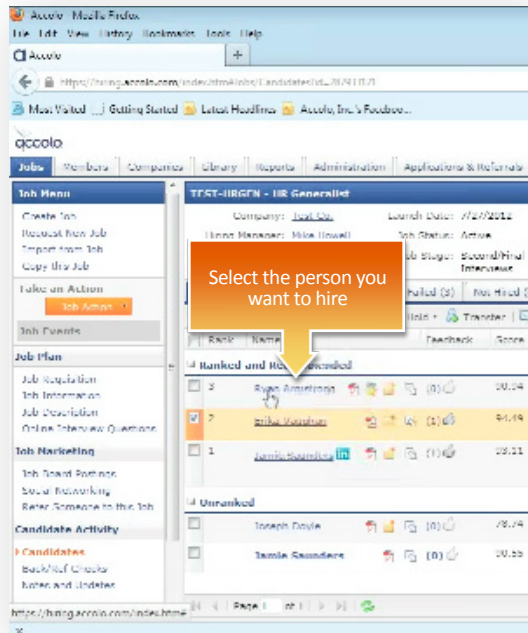
Thanks again and we wish you the best in your job search.  
Sincerely,

The Accolo Recruiting Team

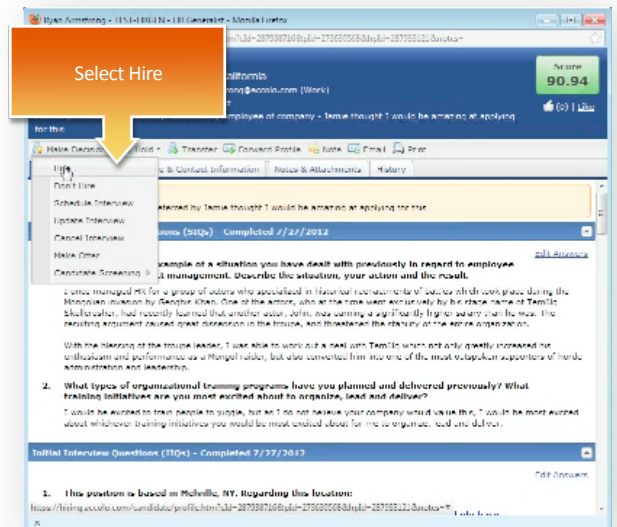
# Hiring a Candidate

You've found that perfect-fit candidate more easily than you've ever imagined, now its time to hire them and get down to business in a couple of clicks.

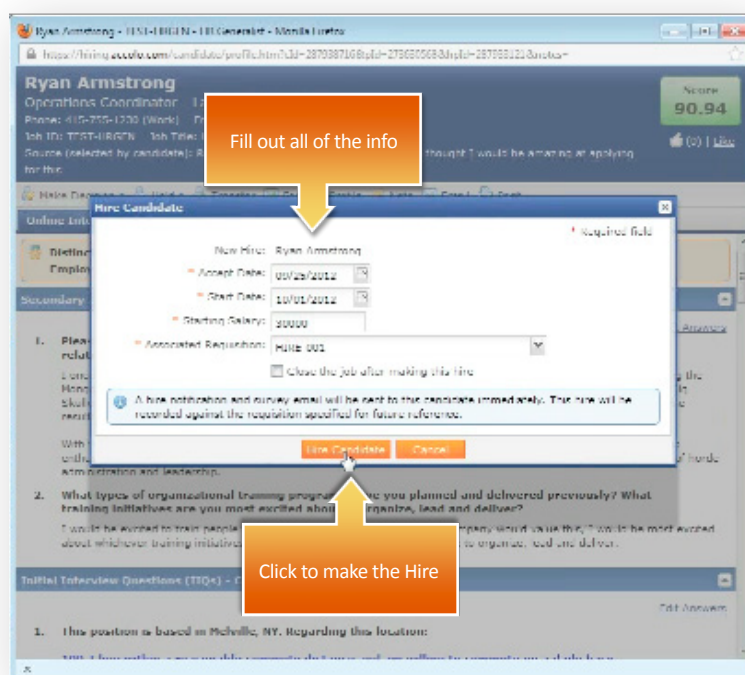
1. Log in to your Hiring Dashboard as you did when Scheduling an Interview and select the person you want to hire...



2. Then select Hire from the Make Decision drop down menu...



3. Select the Accept Date, the Start Date and enter the starting salary. Be sure to select a Requisition, especially if there are multiples for this job.



Note : By selecting "Close job after making this hire" the system removes the job from active status and no one else can apply.

4. Once everything looks good, push the Hire Candidate button and you've made the hire. Congratulations!

Doesn't it feel good to fall in love with your hiring?

## 5. Automated “hire” email

Now for some good news about your new hire delivered straight into your inbox. You’ll receive this confirmation and reminder that you have someone coming onboard thanks to HireMojo!

Dear Pat,

Great news!

The following hire was made:

Company: Accolo  
Hiring Manager: Pat Yore  
Functional Title: Sales Program Manager  
Job Id: MAG\_13C4B14FE00  
Job Status: Active  
Job Open Date: 01/17/13  
New Hire Name: Pat Yore  
Accept Date: 01/20/12  
Start Date: 01/22/12

This email is for your information only, no further action is needed.

The self service Team

Now that you’ve seen how to set up your next job opening with HireMojo, it’s time to start making quality hires, easier than ever before.

By using HireMojo, finding great talent is no longer a matter of “if” but “when”. In fact, we are so confident in the abilities of HireMojo that we offer an unconditional refund if you don’t find value in HireMojo within the first 10 days. Ask yourself, are you ready to take the pain out of the hiring process?

We knew you would be! Get started with HireMojo today!