Introduction to Zubka

Zubka makes it easy to find and recruit the very best people through personal recommendation. Set up in 2006, Zubka has quickly established a position in the market as the 'future of recruitment'. It has won awards for technology innovation and has built a fast-growth, highly-respected business.

There are over £3 million GBP of rewards currently available to people who successfully refer contacts into jobs all over the world from interesting start-ups to major corporates including Bloomberg, Woolworths and Capgemini.

Zubka's technology makes it easy to refer people you know into jobs on our site – and get rewarded in the process. Now we've made it possible for you to integrate Zubka's job board functionality into your site too, bringing the benefits of Zubka to a wider audience.

For further information or advice on any aspect of this document, please contact our technical team on affiliates@zubka.com.

www.zubka.com

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Integrating a Zubka job board feed into your website

There are 3 ways to put a feed of the Zubka job board into your site:

1. **Quick and simple job widget**

   Quickly monetise your website or blog with minimum effort. Very easy to implement and test for anyone with minimum technical experience.

2. **Low effort integration**

   This is a template driven system to create a Zubka job board on your site. Just request an example template from Zubka.com, modify it to match your website's layout, and send it back to Zubka for approval. We'll then host your customised job board for you to include on your site.

3. **Advanced integration**

   This allows you to make a copy our job database on regular basis using one of our data feeds and then create your own custom search functionality and bespoke display layer.

Which you choose will depend on your knowledge of web development and the degree of control you want over the jobs displayed.

1. Job Widget

The concept of the Zubka widget is to provide job opportunities to third party sites that enable you to drive visitors, registration and use of Zubka in return for commission. Simply insert a snippet of javascript on each page where you want our job widget to appear, and our servers will create and insert the widget itself. The code you will need to insert on your page can be found on our Widget Wizard page: http://www.zubka.com/public/what/ref-widget

If you want to customise the widget further, this can be done using javascript parameters. This will allow you to filter the jobs being displayed. The following are parameters are all optional, and control which jobs are displayed. For each, if you do not want to filter the results, leave the parameter blank.

E.g. var zubkaCountry=""; would mean results from all countries are displayed.

Parameter	Description
zubkaSector	The sector the job is in. You will find the list of sectors on our job board search form.
zubkaCountry	Filter to show specific country jobs. Example value "Germany".
zubkaKeyword1	A free text entry parameter eg "manager" or "engineering"
zubkaKeyword2	As above – use any number of keywords this way.
zubkaKeywordOperator	Can be set to AND or OR. Determines which logical operator to use for the keywords you set above.
zubkaContract	YES or NO. Sets whether you want contract jobs to be displayed
zubkaPermanent	YES or NO. Sets whether you want permanent jobs to be displayed. (Setting both to NO will mean no jobs are ever displayed)
zubkaSalaryMin	The minimum salary of jobs displayed. Whole numbers only Salary is assumed to be per year e.g. "12000"
zubkaSalaryMax	As above
zubkaUserName	As a Zubka affiliate, populate this with your affiliate name.
zubkaSearchTitle	Free text title which will appear in the widget.

2. Low effort website integration – customised job board

You can create your own branded job board using our template HTML file that Zubka will host.

You can use the following fields to substitute in job adverts:

{title}	{keywords}	{cand_experience}
{reward}	{travel_percent}	{cand_personality}
{sectors}	{highlights}	{cand_top3}
{country}	{prospects}	{cand_extra}
{company}	{renum_salary_min}	{job_id}
{position}	{renum_salary_max}	{advert_id}
{location}	{renum_prorata}	{expires}
{region}	{renum_currency}	
{contract}	{renum_bonus}	
{closes}	{cand_qualifications}	

When you submit an application to become an affiliate website, you'll need to send us the template file and address of your web server. When approved, Zubka will install the template on our own server and give you the link to it.

The URL of the link can be modified with the following parameters to filter the list of jobs appearing on your custom job board. They are all optional, meaning that a URL without any parameters will return all jobs on the board.

Parameter	Description
sector\<N\>	Filter jobs assigned to the given industry sector(s). \<N\> can be either blank or a number, allowing one or multiple sectors to be listed. You will find the list of sectors on our job board search form.
country\<N\>	Filter jobs assigned to the given country(s) (match on either ISO_3166 name, 2 letter code or 3 letter code). \<N\> can be either blank or a number, allowing one or multiple countries to be listed.
Keyword\<N\>	Filter jobs on keywords, using the logic dictated by the parameter keyword_operator. \<N\> can be either blank or a number, allowing a single or multiple keywords to be listed. Keywords are searched against hiring company, job position, description, keywords and region.
Keyword_operator	Allowed values are "OR" and "AND". By default "AND" is used.
Contract	Allowed values are "YES" and "NO". By default "YES" is used.
permanent	Allowed values are "YES" and "NO". By default "YES" is used.
salary_min	Will only return jobs with at least this salary.
salary_max	Will only return jobs with up to this salary.
Referrer	Referrer name.
max_jobs	Limits the maximum number of jobs returned.
created_from	Only return jobs added to the job board after this date. Date format: YYYYMMDD/"this_week"/"today". Includes jobs from midnight (00:00) on this date.
advert_id	One or multiple, comma-separated, specific job advert IDs to return in the feed.

Example structure of how the URL could look:
http://www.zubka.com/services/customboard/?sector=it&keyword1=php&keyword2=mysql

The returned data is an HTTP document which can be included directly in pages served to your website's users, and optionally cached for best performance.

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3. Extended RSS feed - Advanced website integration

You can download our jobs list on a regular basis (for example as a scheduled cron job) as an RSS XML file from Zubka. You also have the option to filter it using a parameter list. You can then store this XML in your own database for generation and sorting of the job list.

The RSS URL is http://www.zubka.com/services/rss-ext/livejobs.php. This is an extended RSS2 format containing all relevant fields from our database. The following URL parameters are accepted and used to filter jobs returned in the RSS feeds:

Parameter	Description
sector\<N\>	Filter jobs assigned to the given industry sector(s). \<N\> can be either blank or a number, allowing one or multiple sectors to be listed. You will find the list of sectors on our job board search form.
Country\<N\>	Filter jobs assigned to the given country(s) (match on either ISO_3166 name, 2 letter code or 3 letter code). \<N\> can be either blank or a number, allowing one or multiple countries to be listed.
keyword\<N\>	Filter jobs on keywords, using the logic dictated by the parameter keyword_operator. \<N\> can be either blank or a number, allowing one or multiple keywords to be listed. Keywords are searched against hiring company, job position, description, keywords and region.
keyword_operator	Allowed values are "OR" and "AND". By default "AND" is used.
Contract	Allowed values are "YES" and "NO". By default "YES" is used.
Permanent	Allowed values are "YES" and "NO". By default "YES" is used.
salary_min	Will only return jobs with at least this salary.
salary_max	Will only return jobs with up to this salary.
Referrer	Referrer name.
max_jobs	Limits the maximum number of jobs returned.
Created_from	Only return jobs added to the job board after this date. Date format: YYYYMMDD/"this_week"/"today". Includes jobs from midnight (00:00) on this date.
advert_id	One or multiple, comma-separated, specific job advert IDs to return in the feed.

Example URL:
http://www.zubka.com/services/rss-ext/livejobs.php/?sector=it&keyword1=php&keyword2=mysql

All parameters are optional. If no parameters are given, you'll get a feed of the entire job board.

The returned XML contains the following fields:

Element	Description
Item:title	Populate job title + " – Reward: " + referral reward.
Item:link	"http://www.zubka.com/board/job_view.php?zjob=<JOB_ID>" if referrer parameter not set, otherwise "http://www.zubka.com/introduce/<referrer>".
Item:description	Job description.
Item:guid	URL for viewing the full job details.
Item:pubDate	Job advert start date.

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Additionally, for the extended feed, the following elements are included at <item> level:

Element	Description
zubka:title	Job title.
zubka:reward	Referral reward.
zubka:sectors	Comma-separated list of job sectors.
zubka:country	The job's country.
zubka:company	The job's company.
zubka:position	Description of the job position.
zubka:location	Geographical location (town, city etc).
zubka:region	Geographical region.
zubka:contract	Yes/No flag indicating if the job is a temporary contract position.
zubka:keywords	A number of keywords describing the job.
zubka:travel_percent	Amount of travel expected.
zubka:highlights	Highlights of the job description.
zubka:prospects	Career prospects.
zubka:renum_salary_min	Minimum salary.
zubka:renum_salary_max	Maximum salary.
zubka:renum_prorata	Per annum, month, day, hour.
zubka:renum_currency	Salary currency.
zubka:renum_bonus	Expected bonus.
zubka:cand_qualifications	Required qualifications.
zubka:cand_experience	Required experience.
zubka:cand_personality	Sought personality.
zubka:cand_top3	Candidate's top 3 sought qualities.
zubka:cand_extra	Extra information about the sought after candidate.
zubka:job_id	Zubka Job Id.
zubka:advert_id	Zubka Advert Id.
zubka:expires	Job advert expiry date.
zubka:closes	End of applications date.