



# How to Connect Your Applicant Tracking System to Your Muse Profile

One of the (many) perks of partnering with The Muse is the freedom to post unlimited jobs. This handy guide takes you through the process of connecting the jobs in your Applicant Tracking System (ATS) to your Muse profile.

## How It Works

All of your jobs listings will be hosted on The Muse. When a candidate clicks the “Apply Now” button, they’ll be redirected from your profile to your external ATS to complete the application process.

## Sending Your Jobs to The Muse

The Muse can keep your job postings up-to-date by following your careers site or subscribing to a dedicated feed.

1. **If your ATS is Greenhouse, iCIMS, Jazz, JobScore, Jobvite, Lever, or SmartRecruiters,** we subscribe to a feed of all your jobs. If any action is required on your end to set up tracking, we’ll let you know.

Note: For companies using iCIMS, jobs will sync only if they are being pulled from a single board. Only one location per job is supported.

2. **If you use a different ATS,** we can copy job postings directly from your careers website. We’ll check back on a daily basis to see what’s changed and update your job postings on The Muse accordingly. Please be sure to provide us with a link to your listings!
3. **If you want to filter which jobs appear on The Muse,** we can subscribe to a custom XML or JSON feed, as well. Some ATS’ offer this option, but others will require a special request. Contact your ATS administrator to learn more about the options available.

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The more jobs, the merrier! We encourage you to host all of your jobs on The Muse for better exposure.

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## Setting up Tracking

We use two types of tracking here at The Muse — source tracking & conversion tracking.

### 1. Source Tracking

This will let you track which applicants come to your ATS directly from The Muse.

Please add The Muse as a source within your ATS, and then let us know the tracking token that is generated. We will add the tracking token to the url of each job as we sync them to our site.

### 2. Conversion Tracking

This allows **The Muse** to see how many applicants view your Muse profile or jobs and then complete an application on your careers site. Your Account Manager will share this data with you throughout our partnership. To set this up your ATS administrator can insert a short Muse `<script>` or `<img>` tag into the Apply Confirmation page within your ATS. This is the last step of the application that says something such as “Thanks for applying!”. Your Project Manager will provide the tag to use.

## Moving Forward

If you are linking to your ATS (Option 2), here’s how to make sure your jobs are accurately tagged on The Muse.

The Muse checks your careers page or feed every 24 hours. Depending on what time you edit or post new jobs, your changes may take up to 48 hours to reflect on The Muse.

Here are a few things to consider to ensure The Muse technology is capturing accurate job descriptions:

1. U.S. jobs should be in CITY, STATE format
2. International jobs should be in CITY, COUNTRY format
3. Generic phrases like “Company HQ” won’t be tagged to an actual location
4. Our site is designed to read English-language locations only.  
**Example:** Bogotá, Colombia → Bogota, Colombia
5. Multiple locations per job can be supported with most ATSS.  
Format should be CITY, STATE - CITY, STATE.  
**Example:** Seattle, Washington - San Francisco, California

Note: The Muse supports basic formatting for job descriptions, including line breaks (`<br>`), links (`<a>`), and bullet points (`<li>`), but complex styling, images, and scripts may be filtered out of job posts.