

[Purple Briefcase Employer Platform Summary](#)

Frequently Used Sections

Settings (Grey gearshift located next to your name in the upper right hand corner): The settings page allows you to do a variety of tasks, including updating your password, manage your personal information, and make your profile public.

Support (Located next to settings in the upper right hand corner): Gives you access to our FAQ section in ZenDesk. We highly recommend using this for when questions arise.

Questions? (Located in the lower right hand corner): Used for any questions you might have. Ticket will go to an agent and you will typically get a response within under an hour.

Employer Dashboard

My Briefcase Column: Column located on the left hand side with a variety of tabs that will give you access to areas in our platform. Below is a listing in order of the tabs and a summary of what each tab does.

Company Profile: Creating your Visual Profile allows you to build important tiles that showcase and represent your company.

Tiles are a simple and fun way to create a visual way to learn about you. Here are some helpful tips for building your Visual Profile:

- **Upload a picture-** You can use a professional logo of your company or an image that you want candidates/schools to see as a representation of you. Image must measure 225 x 225 pixels in size.
- **Add tiles-** Create tiles for each + box. Tiles are separated into 6 major categories, with tons of tile options to showcase your company.
- **About Your Company Tile-** In 150 characters or less, create an About Me Statement to highlight your company.
- **URL Link-** Attach a web link for candidates to expand their search of you.

- **“@” symbol-** Enter in your contact email address. Candidates and schools will be able to reach out to you directly with any questions about your job and company.

Campus Interview: Create a request, finalize plans with the org/school(s) of your choice and manage your on campus recruitment process all within the system. If you have an existing job that should be an on campus interview, move the status of the job to cancelled and then start an on campus interview request with the web form below or contact our support

My Jobs: From here you can manage the status of the jobs that you have already posted. All positions submitted are reviewed by the selected org/school for relevance to their talent community before publishing. You can change a job from published to closed, update expired postings, and update when you have successfully hired an applicant!

Add a Job: We have modernized our job submission form to allow all employers an easier view and submission of new opportunities.

1. **Start by going to “Add a Job”:** All fields in this section are required.
2. **Proceed to Job Application Criteria:** There are some important portions of the form here like “how students should apply”. This question allows you to select 1 of 3 options:
 - **Via the platform** (where the student applies directly through the platform)
 - **External Website** (if you have your own online application you prefer the users to apply at)
 - **Other** (this is for special instructions – as example, if you require the user to call or email directly)
 - Additionally, within this area are application criteria such as hard requirements (GPA, Major or Grad Year). Not all schools allow these types of limitations, but if you do select this feature you may experience less applications because of the requirements.

3. **Select the School(s):** (under the Job School Info area)

NOTE: if you are in pending status with a school connection, you can select that school to submit the job. Once the school approves your connection, the job will be reviewed for publishing at the school.

If the school declines your connection, the submitted job will not be published to the school.

4. **Submit your Job:** When you are ready to submit your job, you can verify your acceptance of our standard policies and then save the job in the Job Submission & Other Options area. Please note, once the job is submitted, you will receive a summarized confirmation.

Job Applicants: Manage your applicants through our applicant tracking system. You can update your applicant's status, review their resume, view their visual profile and rate your applicants. Reach out to your candidates for interview opportunities or export a group of candidates to email. Keep track of your applicants every step of the process!

My Schools: With Purple Briefcase, you can request connection to one school of your choosing for free, regardless of whether or not you have an existing relationship with that school. All schools that you have an existing relationship with can send you an invite, which will allow you to post to their communities for free as well. All of the above-mentioned connections would allow you to post an unlimited number of jobs and internship opportunities to those communities, and, should the schools allow it, give you the ability to browse through student profiles as well.

Here is how you connect with your one FREE school:

1. Sign in to your Purple Briefcase account.
2. Click over to the my schools page
3. Scroll down to the section labeled request access
4. Select the state of the school that you would like to connect with and browse the schools.
5. Once you find a school that you would like to request access to, then click on the request access button under that schools name.

***Once you requested access, the school is notified of your request, and they will review it. The approval / review process can take up to a day or so or be instant, depending on how busy their office is. If you haven't seen an approval email after a day or so, I recommend calling or email the school to inquire. Your requested school's contact info can be found on your My Schools page under the requested connections section.**

PowerConnect: Purple Briefcase's subscription service. If you would like to connect to ALL OF OUR SCHOOLS, then you might be interested in Purple Briefcase PowerConnect, our paid premium service that allows you to request access to all of the schools in Purple Briefcase's nationwide network, regardless of whether or not you have an existing relationship with them. We have billing options for monthly, quarterly, and yearly subscriptions at a cost of \$50, \$120, and \$400 respectively.

Students: The students tab is a way to view student's profiles, resumes, and their external websites. You can also generate resume books based off of selected criteria. Keep in mind you are only able to view the profiles of students who attend the school(s) you are connected with.



Events: See what events are happening at your connected talent communities. Events are created by schools you are connected with. See a detailed listing of events and register online today!