

# LinkedIn Jobs XML Guide for Customers

Version 1.2

**Note: Please ensure you download the [latest version](#).**

## Overview

Automated Job Posting allows you to import jobs directly from your Applicant Tracking System (or other job source) into your LinkedIn Recruiter dashboard and post them on LinkedIn - and for some LinkedIn Learning - ensuring the jobs on LinkedIn are always up to date. Providing the job posting data to LinkedIn via an XML feed is a very robust way to implement the automation. It gives you full control over the content and presentation of your jobs on LinkedIn. Additionally, this path enables eligible customers to surface internal-only jobs alongside public ones - directly to their employees on LinkedIn Learning.

XML is a standardized way to communicate data between applications, and many systems and tools are available to generate XML data. An XML feed is typically a file that contains the data in XML format and is posted on a URL address (e.g. <http://www.customer.com/jobs/linkedinjobs.xml>). Please work with your IT department to implement the LinkedIn Jobs XML feed for your system.

If you use an alternative method, such as scraping data from a careers website, it's more likely to experience interruptions when the career site changes or is unavailable.

## Steps to complete Integration

1. Create the LinkedIn Jobs XML feed, as per the [Development Guide](#).
2. Review the [LinkedIn Jobs XML FAQs](#) and [LinkedIn Service Terms Section 1.5](#) carefully. Please reach out to [LinkedIn support](#) for questions not addressed in the documentation.
3. Post the XML feed on a publicly accessible URL (e.g. on your company's web server).

Job Slot customers (Product Settings displays "Job slot utilization") please file a support ticket in Recruiter with the request to configure job posting via XML feed.

Job Post customers (Product Settings displays "Contract Spend") please follow the self-service steps below.

To connect the XML feed to your LinkedIn Recruiter dashboard, complete the following steps in Recruiter:

1. As an Admin user, go to **Product settings** and select **Job posting** in the left-hand rail.
2. In the section “ATS Sources for Automated Job Postings”, select **View/Edit**.
3. Select **Add new ATS source**.
4. From the “Select your ATS” drop-down, select **LinkedIn Jobs XML**.
5. For the “Job source URL” field, enter the URL which hosts your LinkedIn Jobs XML feed.
6. Select the company page the jobs should be associated with on LinkedIn.
7. If the Apply URLs in your job feed don’t include an applicant attribution code, add the attribution code here so your system attributes applicants correctly to LinkedIn (ask your ATS vendor or IT department for details about applicant source attribution).
8. Click **Add source**.
9. A ticket for our support team is created and they will inform you once the jobs from your feed are being posted on LinkedIn. You will also receive an email confirmation you can use to communicate with the support team.

**Connect your ATS**
✕

Imported jobs from the ATS will be posted and associated with the selected company below.

Select your ATS \*

LinkedIn Jobs XML
▼

Job source URL \*

http://www.customer.com/jobs/linkedinjobs.xml

Company page on LinkedIn \*

mycompany

Applicant source tracking code (optional) ?

src=LinkedIn

Additional information (optional)

Additional Job Source URL, job exclusion requirements, IP allowlist request needed

**How this works** ^

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Cancel

Add source

*Screenshot: ATS Sources for Automated Job Postings in Recruiter*

## Development Guide

The LinkedIn Jobs XML feed contains the information required to automatically import jobs into your Recruiter dashboard and post them on LinkedIn.

### Creating the XML Feed

The XML feed contains two types of job elements:

- Mandatory
- Recommended

### *Mandatory Fields*

The following is the list of fields that must be included on the Basic Jobs XML feed for the jobs to be valid for posting on LinkedIn:

- Job ID (your internal unique Job ID)
- Company Name (only when posting to multiple company pages)
- Job Title
- Job Description
- Location
- Apply URL

### *NEW! Optional Field to surface Internal-Onlys Jobs in LinkedIn Learning*

Customers who have purchased both LinkedIn Learning Hub and either LinkedIn Recruiter and/or Enterprise Jobs can add a new field: **Job Posting Availability** - to their XML feeds in order to surface their internal-only jobs to employees searching for their next internal role on LinkedIn Learning.

### Job Posting Field Schema

This following table lists and describes the job fields supported by the LinkedIn Jobs XML feed:

**Note:** Fields that are not mandatory are recommended.

Field Name	Field	Description	Mandatory	Value Type
Last Build Date	lastBuildDate	Most recent feed generation timestamp	No	String
Partner Job ID	partnerJobId	The unique ID used by the customer to reference the job within their own system	Yes	String (max. 40 chars)

Field Name	Field	Description	Mandatory	Value Type
Company Name	company	Company name (name of the customer/employer) - Only required when posting to multiple company pages	Yes	String
Job Title	title	Title of the job. This field cannot be changed once the job is posted	Yes	String
Job Description	description	Description of job responsibilities. Requires a minimum of 100 characters to be considered as valid. Accepts a limited set of <a href="#">HTML tags</a>	Yes	String (min. 100 chars)
Apply URL	applyUrl	URL to which candidates are directed to apply (typically the URL of the job on the customer's website or ATS system)	Yes	URL e.g. "https://www.customer.com/jobsdetails"
Company ID	companyId	Only required when posting to multiple company pages on LinkedIn. This can be found in the Admin URL for the LinkedIn Page	No	Refer <a href="#">Steps to identify numeric CO ID</a>
Location	location	This is a description of the job location. US locations - City, State (for example, "San Francisco, CA") Non-US locations - City, Country (for example, "London, United Kingdom") LinkedIn automatically maps this to a	Yes	String

Field Name	Field	Description	Mandatory	Value Type
		country and postal code unless those fields are provided. Separate jobs need to be created for jobs with multiple work locations. Remote Jobs require only a country or country cluster location.		
City	city	City of the job location (for example, "San Francisco")	Yes, only if location is not provided	String
State	state	State of the job location (for example, "California")	Yes, only if location is not provided	String
Country	country	Country of the job location (for example, "US")	Yes, only if location is not provided	String Code from <a href="#">Country Codes</a>
Postal Code	postalCode	Postal code of the job location	No	String

Field Name	Field	Description	Mandatory	Value Type
Workplace types	workplaceTypes	Represents the workplace nature of the job. Available options: On-site, Hybrid, Remote. Only one workplace type per job is supported. Location is mandatory for workplaceTypes: <ul style="list-style-type: none"> <li>• City and country are mandatory for On-site and Hybrid jobs</li> <li>• For US based On-site and Hybrid jobs, City and State fields are acceptable</li> <li>• Remote jobs require either Country or <a href="#">Country Cluster</a></li> </ul>	No	String, On-site, Hybrid, Remote
Industry Codes	industryCodes	List of industry codes for the company	No	List of industryCode elements
Industry Codes> Industry Code	industryCodes/ industryCode	Represents industries of this job or company. Industry IDs are predefined by LinkedIn and can be retrieved from Industry Codes reference table	No	Numeric Industry ID from <a href="#">Industry Codes</a>
Experience Level	experienceLevel	Experience level of the job position to hire. Available options are: ENTRY_LEVEL, MID_SENIOR_LEVEL, DIRECTOR,	No	String Code from <a href="#">Experienc</a>

Field Name	Field	Description	Mandatory	Value Type
		EXECUTIVE, INTERNSHIP, ASSOCIATE, NOT_APPLICABLE		<a href="#">e Level Codes</a>
Job Functions	jobFunctions	List of job functions for this job	No	List of jobFunction elements
Job Functions> Job Function	jobFunctions/ jobFunction	Represents job functions specific to this job (for example, Accounting, Marketing, Sales). Category names are predefined by LinkedIn and can be retrieved from Job Functions Codes reference table	No	String Code from <a href="#">Job Function Codes</a>
Job Type	jobtype	Employment status of the job position. Available options are: FULL_TIME PART_TIME, CONTRACT, INTERNSHIP, VOLUNTEER	No	String Code from <a href="#">Job Type Codes</a>
Skills	skills	Add in Skills that are relevant for the job (up to 10). Our system will convert the skills into LinkedIn standardized skills. For example, if your skill reads "MS Office", the standardized LinkedIn skill is "Microsoft Office". You can find supported LinkedIn standardized skills in the Recruiter manual job posting flow.	No	List of skill elements



Field Name	Field	Description	Mandatory	Value Type
Salaries	salaries	Provided salary for this job posting. Each <salary> object under the <salaries> list should represent a component of the total salary for the job	No	List of salary elements
Salaries > Salary > High End/Low End > Amount	salaries/salary/ highEnd(low End) /amount	The value for the higher/lower end of the range of the salary for this job posting	No	Integer
Salaries > Salary > High End/Low End > Currency Code	salaries/salary/ highEnd(low End) /currencyCode	The currency for the higher/lower end of the range of the salary for this job posting	No	String Code from <a href="#">Currency Codes</a>
Salaries > Salary > Period	salaries/ salary/period	The time period that this salary component is given at. Available options are: YEARLY, MONTHLY, SEMIMONTHLY, BIWEEKLY, WEEKLY, DAILY, HOURLY, ONCE (upper case required)	No	String
Salaries > Salary > Type	salaries/ salary/type	The type of this salary component. Available options are: BASE_SALARY,	No	String

Field Name	Field	Description	Mandatory	Value Type
		TOTAL_ADDITIONAL (upper case required)		
Job Posting Availability	jobPostingAvailability	<p><b>[NEW!]</b> Indicates the availability and visibility of a job. Default value will be PUBLIC if the field is not identified.</p> <p>Use INTERNAL flag for internal only jobs</p> <p>Available options are: PUBLIC INTERNAL</p>	No	String
List Date	listDate	The day the job was first posted (MM/DD/YYYY)	No	String

### *Remote and Workplace Type Fields*

Below are the minimum location requirements for the workplace types:

Workplace Type	Minimum Location Requirements
On-site	City and Country
Hybrid	City and Country
Remote	State, Country or <a href="#">Country Cluster</a>

### *Formatting Guidelines*

When you provide job descriptions in XML, we expect you to use the same HTML formatting from your website. Include your formatting in CDATA tags.

**Note:** We do not support escaped HTML entities. For example, use < instead of &lt;

The following HTML tags are supported for description fields. Other HTML tags will be stripped out, and their contents will be displayed as plain text.

Tag	Description
<b>, <strong>	Bold/Strong
<u>	Underline
<i>	italic
 	Line Break
<p>	Paragraph
<ul>	Unordered List
<li>	Ordered List
<em>	Emphasized text(italics)

## XML Feed Considerations

LinkedIn recommends the following feed considerations:

- Ensure all required fields are populated correctly
- Ensure Partner Job Id has less than the maximum length of 40 characters to be considered as valid
- Ensure job descriptions have a minimum of 100 characters to be considered as valid
- Do not include expired jobs in your XML feed
- Do not include duplicate jobs in your XML feed
- Include maximum information about the location, such as full name of cities and countries. Providing only a city name can be ambiguous

## Additional Requirements

- Do not close and reopen jobs repeatedly
- Do not use redirecting URLs for jobs

## Example XML Feed

```
<?xml version="1.0" encoding="UTF-8"?>
<source>
  <lastBuildDate>Thu, 11 Sep 2014 19:39:59 GMT</lastBuildDate>
  <job>
    <partnerJobId><![CDATA[12345]]></partnerJobId>
    <company><![CDATA[LinkedIn]]></company>
    <title><![CDATA[Staff Software Engineer -
Applications]]></title>
    <description><![CDATA[LinkedIn was built to help professionals
achieve more in their careers, and every day millions of people use
our products to make connections, discover opportunities and gain
insights. Our global reach means we get to make a direct impact on the
world's workforce in ways no other company can. ... ]]></description>
    <applyUrl><![CDATA[https://www.linkedin.com/jobs/view/1234?trk=linkedi
n]]></applyUrl>
    <companyId><![CDATA[xxxx]]></companyId>
    <location><![CDATA[Sunnyvale, CA, US]]></location>
    <city><![CDATA[Sunnyvale]]></city>
    <state><![CDATA[CA]]></state>
    <country><![CDATA[US]]></country>
    <postalCode><![CDATA[94085]]></postalCode>
    <workplaceTypes><![CDATA[On-site]]></workplaceTypes>
    <industryCodes>
      <industryCode><![CDATA[120]]></industryCode>
      <industryCode><![CDATA[125]]></industryCode>
    </industryCodes>
    <experienceLevel><![CDATA[MID_SENIOR_LEVEL]]></experienceLevel>
    <jobFunctions>
      <jobFunction><![CDATA[eng]]></jobFunction>
      <jobFunction><![CDATA[it]]></jobFunction>
    </jobFunctions>
    <jobtype><![CDATA[FULL_TIME]]></jobtype>
    <skills>
      <skill><![CDATA[Java]]></skill>
      <skill><![CDATA[Python]]></skill>
      <skill><![CDATA[Oracle]]></skill>

```

```

        <skill><![CDATA[SQL]]></skill>
</skills>
<salaries>
  <salary>
    <highEnd>
      <amount><![CDATA[100000]]></amount>
      <currencyCode>USD</currencyCode>
    </highEnd>
    <lowEnd>
      <amount><![CDATA[50000]]></amount>
      <currencyCode>USD</currencyCode>
    </lowEnd>
    <period><![CDATA[YEARLY]]></period>
    <type><![CDATA[BASE_SALARY]]></type>
  </salary>
  <salary>
    <highEnd>
      <amount><![CDATA[50000]]></amount>
      <currencyCode>USD</currencyCode>
    </highEnd>
    <lowEnd>
      <amount><![CDATA[20000]]></amount>
      <currencyCode>USD</currencyCode>
    </lowEnd>
    <period><![CDATA[YEARLY]]></period>
    <type><![CDATA[TOTAL_ADDITIONAL]]></type>
  </salary>
</salaries>
<jobPostingAvailability><![CDATA[PUBLIC]]>
</jobPostingAvailability>

</job>
<job>
...
</job>
</source>

```

## Referenced Links

- [Country Code](#)
- [Country Clusters](#)
- [Industry Codes](#)
- [Job Function Codes](#)
- [Currency Codes](#)
- [Experience Level Code](#)
- [Job Type Codes](#)
- [Retrieving a LinkedIn Company ID](#)

## LinkedIn Jobs XML FAQs

### ***Why should I provide recommended fields?***

Jobs with complete and detailed information are more likely to be discovered and are better able to attract high-quality applicants.

### ***How should we provide the feed?***

Customers should provide a static and publicly available URL where LinkedIn can download the XML feed on an ongoing basis using HTTP or HTTPS.

For URLs that provide only limited access, please whitelist LinkedIn's server IP address:  
54.241.12.30

For sites requiring authentication (not recommended since the jobs will be posted publicly by LinkedIn), we only support basic authentication with username/password. If required, please provide the details in the "Additional information" field of the request form in Recruiter (see also [Getting Started Guide](#)).

LinkedIn does not support FTP or certificate-based authentication for automated job posting XML feeds.

### ***Is the XML feed testing conducted in an externalized environment?***

The XML feed testing is conducted internally, and we do not have an externalized environment for the same. We provide our customers with feedback on the performance of the feed or on technical changes. Further, if required by the customer, we can send screenshots of how the jobs would appear on LinkedIn from our internal testing environment.

### ***Should customers provide a full list of jobs or just the changes, such as new jobs or edits, to their list of jobs?***

Customers must provide a full list of jobs. We recommend updating the feed every 6 hours to ensure freshness of jobs.

### ***What if LinkedIn already has a subset of the jobs in my feeds?***

We ensure that any duplicate jobs are removed from the feed. We prioritize our jobs based on their sources and accordingly deduplicate them to ensure the jobs on LinkedIn are from high-quality sources. Jobs from the XML feed associated with your Recruiter dashboard will be prioritized over jobs from other partner sources. Manually posted jobs take priority over the same automatically posted job.

### ***What are the possible reasons for a job not going live on LinkedIn?***

There are several reasons why a job may not be posted on LinkedIn, such as:

1. Missing or Invalid fields: Jobs will not post if any mandatory field(s) is blank or have invalid info.
2. Job descriptions need a minimum of 100 characters to be considered valid.
3. Spam Jobs: Jobs posted on LinkedIn may be selected to undergo our jobs review process and must meet our [guidelines](#) as part of our commitment to [professionalism and integrity](#). If jobs do not meet the guidelines, they may be marked as spam.
4. Jobs with [locations in OFAC sanctioned countries](#).

Jobs that cannot be posted can be found in the [Invalid Jobs section](#) of your Recruiter dashboard. Admins will also receive daily emails with the automated job posting status.

### ***Is it possible to only ingest a portion of listings from my feed?***

Unfortunately, we cannot select a subset of open roles to ingest as Basic Jobs. We suggest you only send jobs on the feed that you would like LinkedIn to ingest.

### ***How often is the XML feed scraped?***

We scrape the XML feeds of customers every six hours. You can find information about your configured job sources, including last update and next update information, in Recruiter [Product settings -> Job posting](#) -> *ATS Sources for Automated Job Postings*

### ***Is it possible to make changes to a job after it has been posted on LinkedIn through the XML feed?***

Yes, it is possible to make changes to a job already posted on LinkedIn. This can be done by making changes to the job on the XML feed. The job will be updated on LinkedIn by the next update. Changes can also be made manually in Recruiter; however, if the job changes in the feed it will overwrite manual changes.

### ***How do I mark a job with workplace type as remote, on-site, or hybrid?***

We support the following two ways to mark jobs as remote, on-site, or hybrid:

- `workplaceTypes` field in the XML feed. Please see Job Posting Schema and workplace requirements
- Include one of the [following relevant hashtags](#) in the job description:

Workplace Type	Hashtag
On-Site	#LI-onsite
Hybrid	#LI-hybrid
Remote	#LI-remote



Please note that only the above hashtags will be accepted. The hashtags will take precedence over the `workplaceTypes` field in marking the workplace nature of the job.

### ***How can I correct values that LinkedIn cannot standardize (e.g. invalid location)?***

You can either fix the values in the ATS (or source of the jobs data) or you can use LinkedIn self-service tools in Recruiter to fix many data issues. Learn more about location correction and mapping features [here](#) and access tools to map locations, title, skills, job type and more in Product Settings -> [Data Mappings for ATS Jobs](#). Also review the [Location Correction Training](#) and [Title Mapping Training](#)

### ***What is Automated Job Posting?***

Automated Job Posting is a service provided through LinkedIn Recruiter that allows customers to import jobs from an Applicant Tracking System (ATS), career site, or other source into their LinkedIn Recruiter dashboard and post them on LinkedIn (<https://www.linkedin.com/jobs/>).

### ***Where will Internal-Only Jobs surface to my employees?***

Internal-Only jobs will surface to employees on LinkedIn Learning via a job recommendation carousel on the homepage, and in the board of all Jobs at your company accessible from the left side menu. [Learn More](#)

## **Technical Support**

### What can LinkedIn Support help me with?

LinkedIn Support can help answer any questions about the LinkedIn Jobs XML feed, testing the feed to ensure jobs are showing up accurately, and questions around the development guide.

Please note that LinkedIn Support will not be able to help with creating the XML feed itself. This is the responsibility of the customer.

## Supported Topics

### *Questions regarding specific fields in the XML feed*

- What does “Company name” mean?
- What should I use as the Apply URL?
- What are valid workplace types?
- For which workplace types can I use country or country clusters?

### *How does LinkedIn use the Jobs XML data?*

- Where are salaries we provide in the XML feed shown on LinkedIn?
- How does LinkedIn use the provided Job Title? Will it be shown to job seekers without modifications?

### *Minimum requirements*

- Which fields are mandatory?
- If we provide fields x,y,z is that sufficient?

### *Formatting job description*

- Which formatting tags can I use?
- What happens if I use formatting tags not supported?

### *How can I provide the feed to LinkedIn?*

- By default we expect the feed to be hosted on a URL that is publicly available.

### *I developed my feed and it is available at URL <xyz> can you test if it works*

- LinkedIn Support will perform a QA once the completed to specifications feed information has been submitted by adding a new ATS source in Recruiter

### *Post Implementation Support*

- A job in the feed is not showing up on LinkedIn
- A job in the feed shows up in the invalid job list
- A job in the feed shows up with wrong attributes on LinkedIn

## Topics LinkedIn Cannot Support

### *General questions about XML*

- What is XML?
- What do the <> mean in XML?
- What tool do I use to create XML?
- Customers will need to address these with their IT department. Research available resources on the web.

### *Questions about XML extraction from their specific ATS / Source-of-truth*

- How do I create a LinkedIn XML feed from my ATS?
- How do I use Python to create a script to generate LinkedIn Jobs XML?

- Can your technical team create the XML for me (for my system)?

#### *Provide a testing sandbox*

- Can you provide me with a Recruiter Sandbox so I can test the XML myself before posting jobs in production Recruiter? (not available)

#### *Requests for unsupported XML transport/authentication*

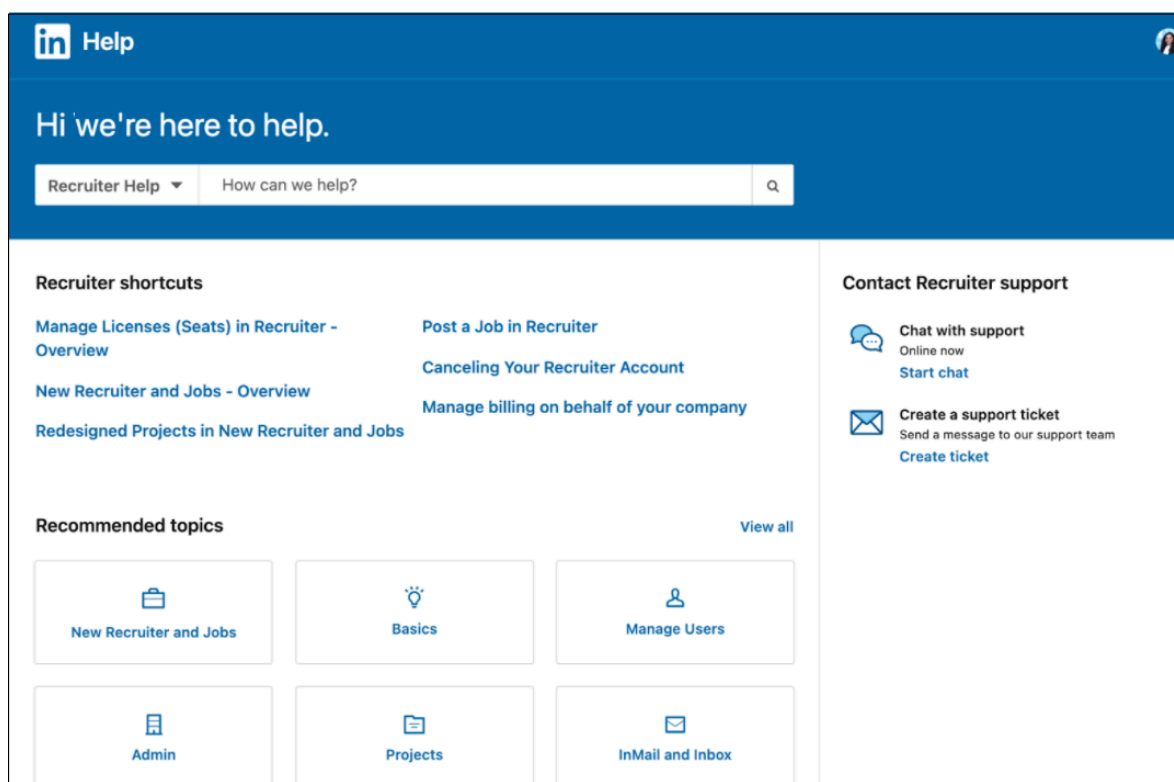
- Can you provide an FTP server to upload the XML (FTP is not supported. Customer needs to provide a URL with the feed so we can pick it up via HTTP or HTTP/S)
- Can you provide a web server to upload the XML (customer needs to host XML feed on their server)
- Can access our XML feed using advanced authentications (e.g. with a digital credential/certificate)? (No, jobs data will be posted publicly by LinkedIn and if needed we can support basic user name/password authentication)

What is the support process to solve for technical issues with the feed or job postings?

Create a ticket using the following link: <https://www.linkedin.com/help/recruiter>.

1. If you have a LinkedIn Recruiter seat, the "Recruiter Help Center" page displays. Get started under "Chat with support" or "Create a support ticket" on the right-hand rail (as shown in the

image below). We highly recommend the chat option (if available) for a faster turnaround.



2. For all other members, the "How can we help" page displays (as shown in the image below). Proceed by selecting "Other" and type "Jobs" as a response to the question "What do you need help with?" You will see the option to "Create a support ticket" at the bottom of the page.