



RAY Case Study

These questions are designed to evaluate fundamental skills like problem-solving, creativity, communication, research, attention to detail, and technical skills. The results will give us a good indication of whether you have the right skillset to become our Onboarding Manager.

Format

Please choose a format that is easy to read and simple to open. Select a format you would choose in a real-life situation where practicality for the founder or executive is most important. Think about what format fits best for each task - excel table, powerpoint, pdf, email, etc.

Process

If you want, you can include small notes on your process, like: "I found this information here," or "I used this tool for research," etc.

Follow the instructions carefully and provide clear, concise answers. Ensure all responses are professional and well-structured. You are allowed to use every tool that might help you. The only thing we evaluate is the result.

Have fun!

Thank you for your participation!
The RAY Team



Case Study : Executive Assistant Job Outreach Automation

Scenario

Your founder wants to proactively identify companies hiring for Executive Assistants and Admin Assistants—and then reach out to them with personalized applications. The objective is to automatically search job platforms (excluding LinkedIn) for relevant postings, verify key criteria (such as remote work, English language requirements, and role relevance), generate tailored outreach messages using an LLM, and save all the information in a Google Sheet. This Google Sheet will then serve as a dashboard where a sales rep can quickly click on a job, create an applicant profile, and submit applications.

Here's what the founder specifically wants:

1. Job Posting Aggregation:

Identify job postings for Executive Assistants and Admin Assistants on job platforms that are not LinkedIn.

2. Job Validation:

Automatically read through the job descriptions to determine if:

- The job is remote.
- The job requires English communication.
- The role is relevant for an Executive or Admin Assistant.

3. Personalized Outreach Message:

Use an LLM (e.g., GPT-3.5) to generate a tailored message to the hiring team for each posting.

- The LLM prompt should be easily interchangeable so different tones or versions can be tested.

4. Google Sheet Integration:

Save each validated job posting in a Google Sheet with the following details:

Job Posting URL

- Job Title
- Company Name
- Location
- Job Description
- LLM-Generated Outreach Message

At the end, a sales rep will use the Google Sheet to review postings, create profiles for the applicant, and apply seamlessly.



Your Assignment

1. Build a Web Scraper for Job Postings

- **Select** at least one job board website (excluding LinkedIn) that lists Executive Assistant or Admin Assistant positions (ensure compliance with the site's terms of service or use available APIs).
- **Collect** the following data for each posting:
 - Job Title
 - Company Name
 - Location (to verify if the job is remote)
 - Job Description
 - Job Posting URL
 - Additional criteria (e.g., language requirements)
- **Store** the results in a structured format (CSV, JSON, or a database).

2. Filter & Validate Job Postings

- Parse each job description to automatically decide if:
 - The job is remote.
 - The role is English-speaking.
 - The position is relevant for an Executive or Admin Assistant.
- Only retain the postings that meet these criteria.

3. Integrate an LLM for Message Generation

- Use an AI model to generate a personalized outreach message for each job posting based on its description.
- Ensure the LLM prompt is easily interchangeable to allow testing of different tones or messaging styles.

4. Save Data to Google Sheets

- Save the validated job data along with the generated outreach message to a Google Sheet.
- The Google Sheet should include columns for:
 - Job Posting URL
 - Job Title
 - Company Name
 - Location
 - Job Description
 - LLM-Generated Outreach Message

5. Automation & Documentation

- **Schedule** the entire process to run daily or weekly (using cron jobs, Task Scheduler, or a Python scheduling library).
- Provide a **README/User Guide** that explains:
 - How to install the necessary packages.
 - How to run the script.
 - How to adjust search filters and update the LLM prompt.
 - How to troubleshoot common issues (e.g., changes in website layouts).
 - How the sales rep can use the Google Sheet to review and apply to jobs.



Deliverables Checklist

1. **Source Code**
 - Scripts (Python, Node.js, etc.) that:
 - Scrape job postings.
 - Filter and validate job descriptions.
 - Integrate the LLM for outreach message generation.
 - Save data to a Google Sheet.
2. **Sample Data Output**
 - A CSV/JSON file (or console output) showing sample job postings and generated messages.
3. **Automation Setup**
 - Code snippet or documentation showing how scheduling is implemented (e.g., via cron or a scheduling library).
4. **Documentation**
 - A clear README or user guide with:
 - Installation and running instructions.
 - How to update search parameters and LLM prompts.
 - Troubleshooting tips.
5. **Google Sheets Integration**
 - The populated Google Sheet with all required fields.

Note: If you prefer to use no-code platforms, tools, or similar solutions, feel free to do so. If any purchases are necessary, please let us know—we'll provide a credit card for that purpose. We're also happy if the final result is built using no-code/low-code products, as long as it works well.