

# MSME Jobs – Product / UI / API / Bot Spec

Scope covers the MSME Jobs area of ConnecWrk: - `/jobs/` (public landing & discovery) - `/search-job/` (job search / filtering) - `/view-job/?jobId=<id>` (job detail + Apply Now modal) - `/manage-job/` (recruiter dashboard) - job posting / business page requirements - integrations with MSME Connect (for recruiters) and Assignments/Freelancer Connect (for talent)

This document is written for: - Product/design - Backend/FE engineers - Connie (the AI assistant / chatbot / support bot)

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## 1. Product Definition

### 1.1 What is MSME Jobs?

MSME Jobs is the jobs marketplace inside ConnecWrk. It: - Connects **job seekers** (talent, professionals, freshers, interns) with real hiring needs of Indian MSMEs (Micro, Small & Medium Enterprises). - Gives **MSME recruiters** and small business owners a self-serve way to post and manage openings, track applicants, and collect inbound interest.

MSME Jobs is not generic job ads. It is: - Contextual to MSMEs (cost-sensitive, urgent, practical hiring needs). - Structured by career level (Student/Intern, Entry Level, etc.). - Connected to an MSME's verified Business Page (so job seekers can trust who posted it).

Once a job is posted: - It is surfaced on `/jobs/` under **Featured Jobs**, **Career Levels**, and **\*\*Popular Categories\*\***.

- It becomes discoverable via `/search-job/` and detail pages like `/view-job/?jobId=9`.
- It becomes available in the recruiter's dashboard `/manage-job/`.

Connie must understand: MSME Jobs is a **recruitment module** (full-time / part-time / salaried roles), *not* "Assignments" (paid projects / gigs).

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### 1.2 Business Goals

#### 1. For MSMEs / Recruiters

2. Make it easy to post legit job openings.
3. Centralize applicant tracking and job performance stats.
4. Force recruiter identity to map to a verified MSME Business Page → trust.

#### 5. For Job Seekers

6. Make it easy to browse relevant MSME jobs (by level, by skill, by location).
7. Let them apply directly to employers.

## 8. For Platform

9. Build trust by requiring recruiters to have a Business Page (max 2 per user).
10. Reuse that MSME profile (address, industry, etc.) across Jobs, Assignments, etc.

## 2. Key URLs / Surfaces

Page / Surface	URL	Audience	Purpose
MSME Jobs Landing	<a href="https://connecwrk.com/jobs/">https://connecwrk.com/jobs/</a>	Everyone	Hero marketing + browse Featured Jobs, Career Levels, Popular Categories.
Manage Jobs Dashboard	<a href="https://connecwrk.com/manage-job/">https://connecwrk.com/manage-job/</a>	Recruiter only	View, manage, post jobs. Requires Business Page.
Search Jobs	<a href="https://connecwrk.com/search-job/">https://connecwrk.com/search-job/</a>	Job Seeker	Advanced job search & filtering (career level, category, etc.).
View Job Detail	<a href="https://connecwrk.com/view-job/?jobId=&lt;id&gt;">https://connecwrk.com/view-job/?jobId=&lt;id&gt;</a>	Job Seeker	Full job description + "Apply Now" modal.
Apply Job Modal	inline popup on job detail	Job Seeker	Capture application details (skills, work exp, resume).
Create Business Page (MSME Connect)	<a href="https://connecwrk.com/cbp/">https://connecwrk.com/cbp/</a> (CBP creation flow)	Recruiter	Mandatory before posting jobs.

Supporting API endpoints: - [/api/job/\\*](#) family → job content, featured jobs, categories, career levels, job management. - [/api/msme/\\*](#) family → used to validate that a recruiter has a registered MSME Business Page.

## 3. Personas & Permissions

### 3.1 Job Seeker / Candidate (Logged-in user, not necessarily an MSME owner)

- Can browse [/jobs/](#), [/search-job/](#) without restriction (after auth).
- Can open [/view-job/?jobId=...](#) to see:
  - Skills needed
  - Category
  - Location
  - Budget/salary / "Estimated Budget" / salary band
  - Duration / nature of assignment (for internship, contract, etc.)
  - Employer details (company name, address, industry)
- Can click **Apply Now** → opens modal → fills:
  - Position Applied For (pre-filled job title)
  - Skills (comma separated)
  - Work experience (years)

- Current salary (INR Lakh)
- Upload Resume (PDF/Word, max ~2MB)
- Submit.

- Can see "Other jobs that may be relevant to you" sidebar recommendations.

Permissions: - Job seekers CANNOT post jobs, manage jobs, or see recruiter dashboards. - They CAN apply to jobs directly.

### 3.2 MSME Recruiter / Business Owner / Hiring Manager

- Usually someone who already created or will create a Business Page via MSME Connect.
- Primary surfaces:
  - `/manage-job/` ("Manage Jobs")
  - "Recruiters – Post a Job" CTA on `/jobs/`
  - "Manage Jobs" CTA on `/jobs/`

What they do: 1. Post new jobs (but only if they have a Business Page; system enforces this). 2. View and manage all their job postings. 3. Track how many applicants, how many views, how long ago posted. 4. Edit / monitor status (Open, Closed, etc.).

Permissions: - Must have an MSME Business Page (max 2 pages per account are allowed). - If no Business Page exists, UI blocks job posting and shows a modal: - "You need to create your Business Page. To post a job, a Business Page is required to be created on MSME Connect" - CTA: **Create a Business Page** → links to `/cbp/`.

Connie must enforce this rule when asked "why can't I post a job?".

## 4. UX / UI Walkthroughs (Screen-Level)

### 4.1 MSME Jobs Landing `/jobs/`

**Header / Banner block (top hero section):** - Graphic + headline: "MSME Jobs on ConnecWrk" - High-level pitch: - "MSME Jobs on ConnecWrk connects job seekers with meaningful career opportunities in Indian MSMEs, while giving MSMEs direct access to talented candidates." - "MSME recruiters are invited to post job openings on ConnecWrk. Job seekers can explore and apply to relevant positions to take the next step in their careers."

- Two sub-CTAs, split by role:
  - **For Job Seekers**
    - Button: `Search Jobs` → goes to `/search-job/` (or job search section)
  - **For Recruiters**
    - Buttons:
      - `Recruiters – Post a Job`
      - `Manage Jobs`
    - Both route recruiter to `/manage-job/` (or job posting flow); before allowing posting, system checks Business Page eligibility.

**Jobs By Career Levels section:** - Horizontally arranged cards (each card = career level): - Student/Intern → CTA "View all" - Entry Level → "View all" - Professional/Experienced → "View all" - Manager (Manager/Supervisor) → "View all" - Executive (VP, SVP, etc.) → "View all" - Senior Executive (CEO, CFO, President) → "View all"

Each card includes: - Representative background image of that role seniority tier. - Clicking "View all" routes to `/search-job/` with that filter pre-applied.

**Most Popular Categories section:** - Tag-style buttons for high-demand verticals, examples: - "Medical, Pathology & Hospital Supplies" - "Automobiles, Spare Parts and Accessories" - "Advertising Agency" - "Retail" - "Hospitality" - "Business Consulting" - "Telecommunication" - "Aviation" - etc. - Clicking a tag filters search results in `/search-job/`.

**Featured Jobs section:** - Card list of currently highlighted jobs (from `/api/job/featurejoblist`). Each job card shows: - Job Title (e.g. "Content Writer Intern", "Digital Marketing Ass.") - Career Level (e.g. Student/Intern, Professional/Experienced) - Location (e.g. Gurgaon, Greater Noida) - Posted "time ago" (e.g. "2 months ago", "1 month ago") - Short role summary / first lines of description - CTA: **View Details** → opens `/view-job/?jobId=<id>`

**Left Rail (global platform nav):** - Profile summary card (avatar, name, connections count, profile views, profile completion %). - CTA cards like "MSMEs, Enhance Visibility – Create your business page →". - Nav links: - MSME Connect - Freelancer Connect - Assignments - Talent Connect - MSME Jobs (this page) - Articles and Trivia

Connie must be aware: these are cross-product entry points.

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## 4.2 Search Jobs `/search-job/`

Core UI (as implied by design of job search and "Search Jobs" CTA): - Search bar inputs: - "What? (assignment/task)" / in jobs context this becomes: keywords like skill, role, technology. - "Where? (City or Country)" - "Nature of Assignment" / "Job Type" (Full time / Part time / Internship / Contract etc.) - Button: **Search Jobs**.

Below search form: - Results list under "All Jobs" / "All Assignments" style cards (for Jobs, semantics are similar): - Job Title (e.g. "Digital Marketing Ass.") - Category/Discipline (e.g. "Marketing, PR and design" / "Web Development") - Duration or Tenure / Work Type (e.g. "1 day" for internship-style assignment OR full job info if permanent role) - Location (e.g. Gurgaon, Delhi, Lucknow) - Start Date or Posted Date - Poster summary (User avatar + Name + Department/Skill) - CTA: **View Details** → `/view-job/?jobId=<id>`

Also includes Sort dropdown (e.g. "Latest assignment" etc.) and Pagination (`Back / Next` with current page).

Connie must interpret: though the UI wording in screenshots sometimes says "Assignment", for MSME Jobs this represents salaried / recurring roles. Connie should map wording to "job" for clarity when responding.

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### 4.3 Job Detail </view-job/?jobId=<id>> example: </view-job/?jobId=9>

Layout from screenshot:

**Header section:** - Job Title: e.g. "Digital Marketing Ass." - Meta row: [Posted: Fri, 23 Aug 2025](#) • [Views: 19](#) - Skill tags (chips): e.g. [SEO](#), [SEM](#), [Google Ads](#), [Google Analytics](#), [Facebook Ads](#).

**Right-side sidebar:** - "Posted by" + Company name (e.g. Star Enterprises). - Button: **Apply Now** (green primary) → opens application modal. - Block: "Other jobs that may be relevant to you" with similar role links.

**Main job description body:** - Salary: e.g. "Negotiable" or explicit range. - Description / Responsibilities: - e.g. "We are seeking a highly motivated and creative Digital Marketing Associate... Assist in planning and executing digital marketing campaigns..." - Key Skills & Competencies: - e.g. "Knowledge of digital marketing concepts and best practices... Strong written and verbal communication skills..." - Employer Detail: - Company (e.g. Star Enterprises) - Industry (e.g. Marketing, PR and design) - Job location (Greater Noida) - Postal Code - Address (plus button [Open in Google Maps](#))

**Apply Now Modal (when user clicks Apply Now):** - Title: [Application For A Job Post In <Company>](#) - Fields: - Position Applied For \* (prefilled from job title, editable) - Skills \* (comma separated values) - Work Experience (in years) \* (dropdown) - Current Salary (INR Lakhs) \* (dropdown) - Upload Resume \* (Word/PDF only, max size ~2MB) - Buttons: - [Close](#) - [Apply](#)

Validation: - All \* fields required. - Resume must be valid filetype and size. - Work Experience and Current Salary use dropdowns → prevents junk values. - On submit, application is recorded against that job for recruiter access.

Connie must be prepared to: - Explain what "Apply Now" collects. - Tell user that resume must be Word/PDF under 2MB. - Tell user that "Work Experience" is in years and "Current Salary" is in INR Lakhs.

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### 4.4 Manage Jobs </manage-job/>

Audience: Recruiters / MSME owners.

High-level layout: - Header/steps row style nav (similar to other dashboards): - Overview | Register as a Freelancer | Search Freelancers | Search Assignments | Post Assignments | Manage Assignments (visual consistency with rest of platform) - BUT for Jobs we show: "You need to create your Business Page. To post a job, a Business Page is required to be created on MSME Connect" if recruiter has no MSME yet.

- Card / popup message:
  - "You need to create your Business Page"
  - "To post a job, a Business Page is required to be created on MSME Connect"
  - CTA: **Create a Business Page** (links to </cbp/>)
- CTA: Close
- Dashboard sections:

- Manage Jobs

- "View, edit, or delete all of your posted jobs from one place."
- CTA: Post a Job

- Job listing table/cards per job:

- Status badge (Open / Closed)
- Job Title (clickable to view details/applicants)
- Posted time ago (e.g. "3 days ago")
- Location (e.g. Bangalore)
- Applicant metrics:
  - totalAppliedApplicant : number of applicants
  - viewStatus : number of views/impressions
- Category (from optionmasterModel.optionName ) e.g. "Technology"
- CTA: View Details

- Pagination: Previous / Next, total pages.

State Handling: - If recruiter has **no jobs yet** → empty state card: - "No jobs found" / "No assignments posted yet" style text - Button: Post Your First Job

- If recruiter has jobs:
- List appears.

Permissions from Business Page: - If user has no Business Page → they cannot post. - If user already has 1 or 2 Business Pages → can post a job associated with one of them. - If they already have 2 pages → cannot create a 3rd (system limit).

Connie must: - Tell recruiters "To post a job, you must first create a Business Page under MSME Connect. We allow up to 2 Business Pages per user." - Help troubleshoot "Why can't I add a 3rd company?" → because of the 2-page limit.

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## 5. Backend / API Layer (For Connie + Engineering)

### 5.1 Featured Jobs API

**Endpoint:** GET /api/job/featurejoblist - Purpose: returns list for the **Featured Jobs** section on /jobs/ . - Auth: requires valid user token to fetch personalized/authorized data. - Sample Response:

```
{
  "success": true,
  "data": [
    {
      "id": "job123",
      "jobTitle": "Software Developer",
      "jobDetails": "Full-stack development role...",
      "jobLocation": "Mumbai",
      "postedTimeAgo": "2 days ago",
    }
  ]
}
```

```

    "optionmasterModel": {
      "optionName": "Technology"
    }
  ]
}

```

Fields Connie should know: - `id` → jobId used in `/view-job/?jobId=<id>` - `jobTitle` → visible title - `jobLocation` → city / site - `postedTimeAgo` → human-readable age of listing - `optionmasterModel.optionName` → category / department label

## 5.2 Career Levels API

**Endpoint:** `GET /api/job/careerlevel` - Purpose: returns the standard career level buckets shown under "Jobs By Career Levels": - Student/Intern - Entry Level - Professional/Experienced - Manager (Manager/Supervisor) - Executive (VP, SVP, etc.) - Senior Executive (CEO, CFO, President) - Used by `/jobs/` to render cards and by `/search-job/` to filter listings.

Connie usage: - If user asks "Do you have roles for freshers?" → Connie should map to `Entry Level` or `Student/Intern` career levels.

## 5.3 Popular Categories API

**Endpoint:** `GET /api/job/popularcategory` - Purpose: returns category tags for "Most Popular Categories" on `/jobs/`. - Example category strings: - "Medical, Pathology & Hospital Supplies" - "Advertising Agency" - "Retail" - "Hospitality" - etc. - Click → filter search results.

Connie usage: - If user asks "Show marketing jobs" → Connie can infer this is likely under Marketing / PR / Advertising-related categories.

## 5.4 Recruiter Eligibility / MSME Listing API

**Endpoint:** `GET /api/msme/msmelisting` - Params: - `page` - page number - `type=self` - fetch only the MSME pages owned by the logged-in recruiter - Purpose for Jobs module: - Check if recruiter already has 0, 1, or 2 Business Pages created. - Return `businessName` + `id` for association. - Sample Response:

```

{
  "success": true,
  "data": [
    {
      "id": "msme123",
      "businessName": "Example Company"
    }
  ]
}

```

Business rules Connie must communicate: - You MUST have at least one MSME Business Page to post a job. - You can have at most 2 MSME Business Pages linked to your account. - If you try to post and you're missing a Business Page, we show a modal that sends you to `/cbp/` (Create Business Page flow from MSME Connect).

## 5.5 Manage Jobs – My Job List API

**Endpoint:** `GET /api/job/myjoblist` - Purpose: recruiter dashboard data for `/manage-job/`. -  
**Params:** - `page` (default: 1) - **Response:**

```
{
  "success": true,
  "data": [
    {
      "id": "job123",
      "jobTitle": "Software Developer",
      "jobDetails": "Full-stack development position...",
      "jobLocation": "Bangalore",
      "postedTimeAgo": "3 days ago",
      "status": 1,
      "totalAppliedApplicant": 15,
      "viewStatus": 245,
      "optionmasterModel": {
        "optionName": "Technology"
      }
    }
  ],
  "totalPage": 5
}
```

Key fields: - `status`: 1 = active/open (other codes may indicate closed / archived) -  
`totalAppliedApplicant`: number of applicants so far - `viewStatus`: total views/impressions -  
`postedTimeAgo`: how long ago the job was posted

Connie usage: - If recruiter asks "How many people applied to my Digital Marketing role?" Connie should answer using `totalAppliedApplicant`. - If recruiter asks "Can I edit or remove a job?" → that happens in `/manage-job/` against these job cards.

## 5.6 User Company List API

**Endpoint:** `GET /api/job/usercompanylist` - Purpose: fetch the list of Business Pages (companies) that the recruiter can post jobs under. - **Response:**

```
{
  "success": true,
  "data": [
    {
      "id": "company123",
```



```

    "businessName": "Tech Solutions Ltd"
  }
]
}

```

Connie usage: - If recruiter asks "Which company name will show on my job post?" → Connie can say "Your job post shows under one of your Business Pages (e.g. 'Tech Solutions Ltd')."

## 6. Validation, Error Handling & System Messages

### 6.1 Business Page Requirement (Recruiter side)

- **Scenario:** Recruiter clicks "Post a Job" or "Manage Jobs" → but they have 0 Business Pages.
- **System behavior:** Show modal:
  - Title: You need to create your Business Page
  - Body: To post a job, a Business Page is required to be created on MSME Connect
  - CTAs:
    - Create a Business Page → go to /cbp/
    - Close

Connie response guidance: - If user: "Why can't I post a job?" → - Connie: "You haven't created a Business Page yet. Go to MSME Connect → Create Business Page ( /cbp/ ). You're allowed up to 2 pages per account. Once you have one, you can post jobs."

### 6.2 Limit of 2 Business Pages

- **Scenario:** Recruiter already has 2 MSME pages and tries to create another.
- **System behavior:** Prevent creation. Show alert that maximum is reached.

Connie should explain: - "Each user can link at most two MSME Business Pages. You've reached the limit. You can still post jobs under an existing page."

### 6.3 Job Apply Modal Validation (Job Seeker)

- Required: Position Applied For, Skills, Work Experience, Current Salary, Upload Resume.
- Resume: Word/PDF, <= 2MB.
- Experience and Salary are controlled dropdowns to reduce bad inputs.
- On network/API failure: show generic error toast like "Something went wrong. Please try again".

Connie usage: - If the user says "It won't let me apply": - Ask them to confirm they filled all \* fields and uploaded a valid resume under 2MB.

### 6.4 Dashboard Loading / Empty States

- /manage-job/ :
- If myjoblist returns empty → show empty state "No jobs found" + CTA to "Post Your First Job".

- If fetch fails → show error toast / console log.
- `/jobs/`:
- If `featurejoblist`, `careerlevel`, or `popularcategory` fail:
  - We fallback to safe messaging, ex: "No featured jobs right now" or hide the section.

Connie usage: - Connie should not hallucinate jobs if API fails. Connie should say "No featured jobs are currently available" if no data.

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## 7. Analytics / Tracking (Visible to Product + Connie context)

What we capture: - `viewStatus` / views per job → impression count. - `totalAppliedApplicant` → application volume. - `postedTimeAgo` → days since posting (used for recency ranking and sort). - Click events: - "View Details" clicks from `/jobs/` → open `/view-job/` - "Apply Now" modal open - "Search Jobs" CTA usage - Recruiter CTAs: `Post a Job`, `Manage Jobs` - Conversion gating events: - Did recruiter create/claim an MSME Business Page? - Did job seeker submit the Apply form?

Connie usage: - Connie can summarize performance concepts to recruiter: "You can monitor interest for each job in Manage Jobs: we show how many applicants and how many views."

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## 8. Connie Q&A Patterns (Grounded Responses)

Below are example intents and how Connie should answer using this spec.

### 8.1 Job Seeker Questions

**Q:** "Where do I find MSME jobs?" - **A:** "Go to MSME Jobs at `/jobs/`. You can browse Featured Jobs, filter by career level like Student/Intern or Professional/Experienced, and jump into full details. You can also click `Search Jobs` to open the main search at `/search-job/`."

**Q:** "How do I apply to a job?" - **A:** "Open the job page, for example `/view-job/?jobId=9`. Click `Apply Now`. A form pops up asking for your skills (comma-separated), years of experience, current salary in INR lakhs, and a PDF/Word resume under 2MB. Submit that to send your details to the recruiter."

**Q:** "Can I message the company directly?" - **A:** "On the job detail page you'll see the company info (e.g. Star Enterprises) and sometimes a contact option. But the primary path is to use the `Apply Now` form so they receive your profile officially."

**Q:** "I'm a fresher, any roles for me?" - **A:** "Yes. On `/jobs/`, under `Jobs By Career Levels`, look at `Student/Intern` and `Entry Level`. Click `View all` for those to filter jobs for freshers and interns."

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## 8.2 Recruiter / MSME Owner Questions

**Q:** "How do I post a job?" - A: "You'll do that from `/manage-job/`. If you haven't created a Business Page yet, the system will ask you to create one first in MSME Connect (`/cbp/`). After you have a Business Page, you can click `Post a Job`, fill in the details, and publish."

**Q:** "Why is it saying I need a Business Page?" - A: "All job posts must belong to a verified MSME Business Page so candidates trust who they're applying to. If you see `You need to create your Business Page` on `/manage-job/`, click `Create a Business Page` — that takes you to MSME Connect to register your company."

**Q:** "What's the limit on Business Pages?" - A: "Each user can only create or associate up to two MSME Business Pages. If you already have two, you'll have to reuse one of them for future job posts, instead of adding a new business."

**Q:** "Where can I track applicants?" - A: "Open `/manage-job/`. Each job card shows how many people applied (`totalAppliedApplicant`) and how many views your job got (`viewStatus`). Click `View Details` for deeper info."

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## 8.3 Platform / Navigation Questions

**Q:** "What's the difference between Jobs and Assignments?" - A: "`MSME Jobs` is for hiring people into roles inside an MSME — internships, full-time, part-time, experienced positions. `Assignments` is more like posting a freelance project or short-term gig that independent freelancers can bid on. They live in different areas, but both are in the left rail navigation."

**Q:** "Where is `Manage Jobs` again?" - A: "Use `/manage-job/`. That's your recruiter dashboard to view, edit, or delete posted roles, and to post new ones (after you've created your Business Page)."

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## 9. Edge Cases / Notes for Engineering

1. **Job copy shows "Assignment" wording in some places:**

2. Some UI elements reuse patterns from Assignments (freelance gigs). In the Jobs context we must normalize wording to "Job" / "Role" when Connie responds.

3. **Map / Location:**

4. Job detail page shows an address block with `Open in Google Maps`. This implies we store at least city + postal code + address string. Connie can mention "Location will usually be shown, and you can open it in Maps from the job page." This is safe.

5. **Salary / Budget wording:**

6. We show "Estimated Budget" (e.g. INR 100) and sometimes "Salary: Negotiable". Connie should describe it neutrally: "The employer lists an estimated budget / salary range, or marks it as Negotiable."

## 7. Other suggested roles sidebar:

8. On `/view-job/` we surface "Other jobs that may be relevant to you". Connie can reference that as "You'll also see similar roles in the sidebar".

## 9. Recruiter analytics visibility:

10. `totalAppliedApplicant` and `viewStatus` are surfaced for that recruiter's own jobs. Do NOT expose other companies' analytics to unrelated recruiters.

## 11. Resume storage / PII:

12. The modal uploads a resume. Connie should not promise storage policies, only describe the requirement (Word/PDF < 2MB). Security/compliance answers should be deferred to policy docs if asked.

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## 10. TL;DR for Connie (internal mental model)

- `/jobs/` is the landing. It sells the value prop to **Job Seekers** and **Recruiters**.
- Search Jobs → `/search-job/` (filter jobs).
- Clicking a job → `/view-job/?jobId=<id>`.
- Apply Now → opens a form that needs Skills, Experience (years), Current Salary (INR lakhs), and Resume <2MB.
- Recruiters manage everything in `/manage-job/`.
- Recruiters MUST have an MSME Business Page (made via MSME Connect `/cbp/`) before they can post jobs. Max 2 pages per user.
- Analytics for recruiter: applicants, views, status, posted time ago.
- Connie should always:
  - Route job seekers toward `/jobs/` → Search Jobs → apply via modal.
  - Route recruiters toward `/manage-job/` and explain the Business Page requirement.

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**END OF SPEC – MSME JOBS MODULE v1**