**List of Internal User Needs**

**1. Sales Group**

1.1 Ability to log in directly

1.2 Ability to assist employers in creating, updating, and removing job listings

1.3 Ability to track and manage employer accounts and subscriptions

1.4 Ability to onboard new employers onto the platform

1.5 Ability to communicate with employers via email or phone

1.6 Ability to track job listing performance and provide insights to employers

1.7 Ability to monitor subscription renewals and identify upsell opportunities

**2. Customer Support Group**

2.1 Ability to log in directly

2.2 Ability to manage and prioritize customer support tickets

2.3 Ability to track and resolve user queries and complaints

2.4 Ability to provide real-time support via email or phone

2.5 Ability to access and manage job seekers' and employers' accounts

2.6 Ability to assist with profile updates, password resets, and subscription management

**3. Finance Group**

3.1 Ability to track payments and financial transactions

3.2 Ability to generate automated invoices for premium services

3.3 Ability to integrate with third-party payment gateways (e.g., Stripe, PayPal)

3.4 Ability to generate financial reports (revenue, outstanding payments)

3.5 Ability to monitor active subscriptions, including upgrades and downgrades

**4. Advertising Management Group**

4.1 Ability to design and manage ad campaigns for employers

4.2 Ability to track ad revenue (impressions, clicks, conversions)

4.3 Ability to analyze audience data and optimize ad placements

4.4 Ability to facilitate feedback sessions with employers to improve ad effectiveness

4.5 Ability to generate reports on ad performance (CTR, conversion rates)