GLOSSARY OF SAP
S/4HANA SUCCESSFACTORS RMK (RECRUITMENT MARKETING)

A Quick Reference Guide to SAP Terminologies

Concept/Term	Definition
SuccessFactors RMK	Recruitment Marketing (RMK) module of SAP SuccessFactors, designed to attract, engage, and convert talent through employer branding and career site optimization.
Career Site Builder (CSB)	A tool in RMK used to create and manage responsive, branded career websites without coding knowledge.
Candidate Relationship Management (CRM)	Functionality in RMK to build and maintain long-term relationships with candidates through nurturing campaigns.
Talent Community	A group of potential candidates who have shown interest in the company and can be engaged via marketing campaigns.
RMK	Abbreviation for Recruitment Marketing in SAP SuccessFactors, focusing on pre-apply candidate engagement.

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Concept/Term	Definition
Recruiting Posting	A feature to distribute job postings across multiple job boards directly from SuccessFactors.
Multi-Channel Job Distribution	Publishing job openings across various platforms like social media, job boards, and career sites.
Search Engine Optimization (SEO)	Strategies used in RMK to improve the visibility of job postings and career sites on search engines like Google.
Responsive Design	Career site design that automatically adjusts layout based on device (mobile, tablet, desktop) to improve user experience.
Smart Job Alerts	Automated notifications sent to candidates based on job preferences they've subscribed to.

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Landing Pages	Custom-built pages used to market specific roles or events, enhancing targeted recruitment campaigns.
Google for Jobs Integration	A built-in feature in RMK to optimize job listings for visibility in Google's job search engine.
Job Requisition	A formal request or opening created within SuccessFactors to fill a job position, linked to RMK for publishing.
Candidate Conversion	The process of turning a potential applicant into an actual applicant by engaging them effectively on the career site.
Branding Module	A component in CSB that allows design of headers, footers, colors, and logos for career pages.

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S/4HANA SuccessFactors RMK
Key Concepts

Concept/Term	Definition
RMK Integration	The technical and functional link between SuccessFactors Recruiting Management (RCM) and RMK.
RMK Widgets	Modular components in Career Site Builder such as search, job list, testimonials, or image banners.
Social Apply	Allows candidates to apply for jobs using their social media profiles like LinkedIn or Facebook.
Auto-Posting	The automatic distribution of job postings to integrated external job boards.
Job Map	A visual map widget showing job openings by geographic location on the career site.
Candidate Experience	The overall interaction and perception of the recruitment process from the candidate's perspective, heavily influenced by RMK design.

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Analytics Dashboard	Provides metrics such as job views, source tracking, conversion rates, and campaign success within RMK.
UTM Parameters	Tracking codes added to job posting URLs to monitor the source and effectiveness of recruiting campaigns.
Job Family	A classification that groups related job roles together, used for organizing and filtering jobs in RMK.
Locale Management	Managing multiple language versions of the career site and job postings to support global recruitment.
SuccessFactors RCM	Recruiting Management module that handles applicant tracking, job requisitions, and interview workflows, integrated with RMK.

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Concept/Term	Definition
Search Engine Marketing (SEM)	Using paid advertising like Google Ads to promote job postings for higher visibility.
Content Management	The ability to manage images, videos, and text content on career pages via CSB.
Dynamic Content	Content that changes based on location, user behavior, or campaign, allowing personalization on the RMK site.
Campaign Landing Page	A focused web page built in RMK to support specific recruitment campaigns like university hiring or diversity programs.
Email Campaigns	Targeted emails sent to talent community members with job alerts, hiring events, or brand content.
Employer Branding	The strategic promotion of a company's culture, values, and work environment to attract top talent.

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Key Concepts

Concept/Term	Definition
Job Board Integration	Connection of RMK with external job boards (e.g., Indeed, LinkedIn) for seamless posting.
IP Filter	A rule in RMK used to restrict or modify content based on the IP address (e.g., internal vs. external views).
Talent Pipeline	A pool of candidates who are potential fits for current or future roles, nurtured through CRM campaigns.
Apply Flow	The user journey a candidate follows from viewing a job to submitting an application, optimized in RMK.
Event Management	Promotion and tracking of recruiting events such as career fairs, often supported through RMK landing pages.

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Concept/Term	Definition
Content Blocks	Modular sections in CSB used to build out sections of career pages like testimonials, videos, and CTAs.
Geo-Targeting	Displaying customized content to users based on their geographic location.
Career Site URL Strategy	Structured naming and URL paths for job and page listings to improve SEO and tracking.
Data Capture Form	A form embedded in the RMK site to collect candidate contact info and interests to build the talent community.
Segmented Marketing	Dividing candidates into groups (e.g., by job family or region) to deliver personalized recruitment messages.

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