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How to create a promotion announcement email

You can follow these steps to write a promotion announcement:

1. Decide whether an email announcement is the most appropriate method

With most promotions, an email promotion announcement is sufficient. In smaller organisations, an in-person announcement is a good idea. An email announcement helps inform businesses partners, stakeholders, and customers of the promotion.

2. Address the recipients of the email

Use the correct salutations when you draft your email announcement, such as “Dear [name of your organisation] employees” or “Dear all.” The salutations you use will clarify that the email is intended for all employees.

3. Introduce the promoted employee

In your email announcement, use the promoted employee’s full name. You can include details about the number of years they have been at the organisation or their previous role. Your email should include positive language to show your enthusiasm. For example, you may write that you are “excited” or “delighted” to make the promotion announcement. Your enthusiasm will encourage other employees to receive the notification positively.

4. Give details about the promoted employee’s achievements and new responsibilities

Your email should include several sentences about the promoted employee’s achievements and contributions that resulted in their promotion. It will be useful to mention specific examples portraying the employee’s performance. You can also describe the employee’s new responsibilities and reporting lines, especially if their promotion impacts other employees.

5. End the email by encouraging other employees to support their promoted colleague

End your email positively by encouraging colleagues to congratulate and support their promoted colleague. This will assist in instilling confidence in the promoted employee.



[Company Logo Delete or Replace]

Email template for announcing a promotion

This template can guide you when you need to write an email to announce a promotion:

[Subject line: First and last name of the promoted employee and the title of their new role]

[Salutation]

[First paragraph: This paragraph introduces the promoted employee. You need to include the title of their previous role and the title of their new position. You can provide some details about the employee's time with the organisation and your excitement about their promotion.]

[Second paragraph: You need to describe the factors leading to the promotion, the employee's contributions to the organisation and their new responsibilities. If the promoted employee's reporting lines change, you need to include that information too.]

[Closing paragraph: Congratulate the promoted employee and encourage their colleagues to do the same.]

[Closing phrase]

[Your name]

[Your title]

Sample promotion announcement email

You can use the following example of a promotion announcement email when you need to draft your own:

Subject: James Thomas, Marketing Director

Dear All,

I'm happy to let you know about the promotion of James Thomas from Marketing Associate to Director of Marketing. James has been with Oliver Designs for over five years. He has made significant contributions as Marketing Associate by developing new business opportunities for Oliver Designs, particularly in the retail business segment.

James has over ten years of marketing experience in the digital advertising industry, evidenced by his ability to continually exceed our customers' expectations. We are



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confident that James will continue to represent Oliver brilliantly and shine as the Director of Marketing.

In the future, James will oversee the marketing teams and all Oliver's marketing initiatives. James will report directly to me. He will be taking on his new position from next week.

Let us all congratulate James on his promotion and new position. We wish him luck with the challenges he faces in his new role.

Sincerely,

Brooke Oliver

President of Oliver Designs

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