Candidate nurture email

Start with a welcome message within a day of someone joining your talent community, then send one useful email every two to four weeks. Send a targeted job alert whenever a role opens that matches their stated interests.

TALENT COMMUNITY WELCOME

Subject: You're on the list for [Job Family] roles at [Company]

Hi [First Name],

Thanks for joining our talent community. You told us you're interested in [Job Family] roles in [Location], so that's what we'll send you: new openings as they're posted and a short update about once a month. Nothing else.

A few things people usually want to know:
- Pay for [Job Family] roles here typically starts at [Pay Range].
- Our next hiring push for [Location] is planned for [Month].
- Here's what a typical day looks like, from someone on the team: [Link to Story or Video]

If your interests change, you can update them here: [Preferences Link].

[Your Name]
[Title], [Company]

[Unsubscribe Link]

MONTHLY RECRUITMENT NEWSLETTER

Subject: [Month] at [Company]: [Headline Item]

Hi [First Name],

Here's what's new this month.

Hiring now: [Number] openings in [Job Family], including [Job Title] in [Location]. See them here: [Jobs Link].

Inside the team: [Employee Name], who started as a [Starting Role] two years ago, now runs [Team]. [One-sentence story with a link.]

Something useful: [Tip or resource relevant to their field, e.g. how our assessment works and how to prepare.]

Coming up: [Hiring event or open house] on [Date] at [Location / online]. Reply if you'd like a spot.

That's it. See you next month.

[Your Name]
[Company] Recruiting

[Preferences Link] | [Unsubscribe Link]

TARGETED JOB ALERT

Subject: A [Job Title] role just opened in [Location]

Hi [First Name],

You said you'd like to hear about [Job Family] roles, and one just opened that looks like a match: [Job Title] at our [Location] [site / office].

- Pay: [Pay Range]
- Schedule: [Schedule]
- Start: [Start Date or Class Date]

You can apply in a few minutes here: [Application Link]. Since you're already in our system, most of your details will be filled in.

Want a quick call first? Reply and I'll set one up.

[Your Name]
[Title], [Company]

[Unsubscribe Link]

SUBJECT LINE IDEAS

• You're on the list for [Job Family] roles at [Company]

• [Month] at [Company]: [Headline Item]

• A [Job Title] role just opened in [Location]

• New [Job Family] openings this month

• What it's really like to work on our [Team] team

• Hiring event on [Date]: save your spot

• [First Name], still interested in [Job Family] roles?

SMS / WHATSAPP VERSION

Hi [First Name], it's [Your Name] at [Company]. A [Job Title] role just opened in [Location], [Pay Range]. You're in our talent community, so you can apply in a few minutes: [Application Link]. Reply STOP to opt out.

Placeholders to replace: [First Name], [Job Family], [Job Title], [Location], [Pay Range], [Month], [Headline Item], [Jobs Link], [Application Link], [Preferences Link], [Unsubscribe Link], [Your Name], [Title], [Company]