Internal promotion offer email

Send the same day as the conversation in which the manager or HR makes the offer, never before. The employee should hear it in person or on a call first.

STANDARD PROMOTION

Subject: Your promotion to [New Job Title]

Hi [First Name],

Following our conversation today, I'm delighted to confirm your offer of promotion to [New Job Title] on the [Team Name] team, reporting to [New Manager Name].

Here's what changes:

- New base salary: [New Salary] (from [Current Salary]), effective [Effective Date]
- [Bonus or incentive plan: Plan Details]
- [Change in schedule, location or direct reports]
- [Exempt / non-exempt status, if it changes]

Your benefits, seniority date and PTO accrual [stay the same / change as follows: Details].

Your promotion letter is ready to review and sign here: [Letter Link]. Please sign by [Response Date]. Once you do, [Current Manager Name] and [New Manager Name] will agree a handover plan with you.

Congratulations. This is well deserved.

[Your Name]
[Title], [Company]

LATERAL TRANSFER

Subject: Your offer to join [Team Name] as [Job Title]

Hi [First Name],

Thanks for your time today. I'm happy to confirm that we're offering you the [Job Title] role on [Team Name], reporting to [New Manager Name], starting [Effective Date].

Your pay stays at [Current Salary or Pay Rate]. [What changes: schedule, location, shift, tools or training.] Your service date and benefits continue as they are.

The transfer letter is here to review and sign: [Letter Link]. If you have questions before deciding, [New Manager Name] is glad to talk this week.

Best,

[Your Name]
[Title], [Company]

FRONTLINE TO SUPERVISOR

Subject: Your offer: [Supervisor Title], [Site / Department]

Hi [First Name],

Congratulations. As [Manager Name] shared with you today, we'd like to offer you the role of [Supervisor Title] for [Team / Shift] at [Site].

What this means for you:

- Pay: [New Pay Rate or Salary], effective [Effective Date]
- Status: [stays hourly and overtime-eligible / moves to salaried exempt]
- Schedule: [New Shift Days and Times]
- Team: you'll lead about [Number] [Team Members' Title]s
- Training: [Leadership Program Name] starting [Training Start Date]

The first few weeks of leading people you used to work alongside can be the hardest part. [Mentor Name], who made the same move last year, will meet with you weekly for your first month.

Please review and sign your letter here by [Response Date]: [Letter Link].

[Your Name]
[Title], [Company]

ACTING / INTERIM ROLE

Subject: Interim [Job Title] assignment

Hi [First Name],

Thank you for agreeing to step in. This email confirms your interim assignment as [Acting Job Title], starting [Start Date] and expected to run until [Expected End Date] or until the role is filled permanently.

During the assignment you'll receive [Temporary Pay Adjustment / Stipend] on top of your current pay. At the end, you'll return to your role as [Current Job Title] at your regular pay, unless we agree otherwise in writing. You're welcome to apply for the permanent role when it's posted.

Please confirm by replying to this email or signing here: [Letter Link].

Thanks,

[Your Name]
[Title], [Company]

SUBJECT LINE IDEAS

- Your promotion to [New Job Title]
- Confirming your new role
- Your offer to join [Team Name]
- Internal offer: [Job Title]
- Congratulations on your promotion, [First Name]
- Your transfer letter is ready to sign
- Interim [Job Title] assignment

SMS / WHATSAPP VERSION

Hi [First Name], congratulations again on your promotion to [New Job Title]. Your letter is in your email and ready to sign here: [Letter Link]. Please sign by [Response Date]. Questions? Reply or call [Your Name]. Reply STOP to opt out.

Placeholders to replace: [First Name], [New Job Title], [Current Job Title], [Team Name], [New Manager Name], [Current Manager Name], [New Salary], [Current Salary], [New Pay Rate], [Effective Date], [Response Date], [Letter Link], [Site], [Your Name], [Title], [Company]