Promotion announcement email

Send it after the employee has accepted the promotion in writing and been told privately, and before or on the effective date. Tell anyone directly affected, such as new direct reports, in person first.

TO THE TEAM

Subject: Congratulations to [Employee Name], our new [New Title]

Hi team,

I'm happy to share that [Employee Name] has been promoted to [New Title], effective [Effective Date].

Over the past [Time Period], [Employee First Name] [Specific Achievement, e.g. rebuilt our weekend scheduling and cut overtime by a third, while training most of our new hires]. In the new role, they'll be responsible for [New Responsibilities].

What changes for you: [e.g. starting [Effective Date], questions about shift swaps go to [Employee First Name] instead of me].

Please join me in congratulating [Employee First Name].

[Manager Name]
[Manager Title]

PROMOTED INTO A PEOPLE MANAGER ROLE

Subject: [Employee Name] will lead [Team Name] from [Effective Date]

Hi everyone,

I'm pleased to announce that [Employee Name] has been promoted to [New Title] and will lead [Team Name] starting [Effective Date].

Most of you know [Employee First Name] from [Current Role]. They've [Specific Achievement] and have been an informal go-to for [Area] for a while now.

Here's what changes:
- From [Effective Date], members of [Team Name] will report to [Employee First Name].
- [Previous Lead Name] will [New Role or Transition Arrangement].
- [Employee First Name] will set up one-on-ones with each of you over the next two weeks.

Please join me in congratulating [Employee First Name] and supporting them in the new role.

[Senior Leader Name]
[Title]

COMPANY-WIDE

Subject: Promotion: [Employee Name] named [New Title]

Hi everyone,

Please join me in congratulating [Employee Name], who has been promoted to [New Title] in [Department], effective [Effective Date].

Since joining [Company] in [Year Joined] as [Original Title], [Employee First Name] has [Two or Three Specific Contributions]. In the new role, [Employee First Name] will [Scope of New Role].

Congratulations, [Employee First Name].

[Sender Name]
[Sender Title]

PERSONAL CONGRATULATIONS TO THE EMPLOYEE

Subject: Congratulations on your promotion, [Employee First Name]

Hi [Employee First Name],

I wanted to send a personal note to say congratulations on your promotion to [New Title]. It's well deserved.

[One or Two Sentences on What You've Seen Them Do, Specifically].

I'll share the news with [Team or Company] on [Announcement Date]. If there's anything you'd like included or left out, let me know before then.

Looking forward to working with you in the new role.

[Your Name]
[Title]

SUBJECT LINE IDEAS

- Congratulations to [Employee Name], our new [New Title]
- Please join me in congratulating [Employee Name]
- Promotion announcement: [Employee Name]
- [Employee Name] will lead [Team Name]
- Team update: [Employee Name] promoted to [New Title]
- Congratulations on your promotion, [Employee First Name]

SMS / WHATSAPP VERSION

Team news: [Employee Name] has been promoted to [New Title], effective [Effective Date]. From then, [What Changes, e.g. shift questions go to them]. Please join me in congratulating [Employee First Name]. [Manager Name]

Placeholders to replace: [Employee Name], [Employee First Name], [New Title], [Effective Date], [Specific Achievement], [New Responsibilities], [Team Name], [Previous Lead Name], [Department], [Year Joined], [Original Title], [Manager Name], [Sender Name], [Announcement Date], [Company]