Re-engagement email to past candidates

Send it as soon as a matching role opens, before you post externally. For general talent pool check-ins, every three to six months is enough; for seasonal workers, six to eight weeks before the season's hiring starts.

SILVER MEDALIST, NEW OPENING

Subject: [First Name], a new [Job Title] role opened up

Hi [First Name],

We met in [Month, Year] when you interviewed for the [Previous Job Title] role on [Team Name]. You were one of our final two candidates, and [Hiring Manager Name] still mentions [specific strength].

We've just opened a [Job Title] position on [Team Name], and you were the first person we thought of. [One or two lines on what's different or why it fits them, e.g. It's a step up in scope and includes the vendor management you said you wanted more of.]

Would you be open to a 15-minute call this week to hear more? If the timing isn't right, no problem. Just let me know and I'll check back later.

[Your Name]
[Title], [Company]
[Phone Number]

PAST APPLICANT, NEW ROLE

Subject: Still interested in [Job Family] roles at [Company]?

Hi [First Name],

You applied to [Company] for [Previous Job Title] in [Month, Year]. We didn't have the right opening for you then, but we do have one now: [Job Title] in [Location / Remote], paying $[Pay Range].

Based on your background in [skill or experience], I think it's worth a look: [Job Link]

If you're interested, reply to this email and I'll fast-track your application. You won't need to start the application from scratch.

[Your Name]
[Title], [Company]

TALENT POOL CHECK-IN

Subject: Checking in, [First Name]

Hi [First Name],

It's been a while since we spoke about [Previous Job Title / your interest in roles on our team]. I wanted to check in and see where things stand for you.

A quick update from our side: [one real piece of news, e.g. we've opened a second site in Phoenix and are growing the analytics team].

Are you open to new opportunities in the next six months? A one-word reply is fine:
- Yes: I'll send roles that match.
- Later: I'll check back in [timeframe].
- No: I'll remove you from our list.

Thanks,

[Your Name]
[Title], [Company]

RETURNING SEASONAL WORKERS

Subject: Come back for [Season]? Rehire spots open now

Hi [First Name],

Thanks again for working with us at [Site Name] last [Season]. We're hiring for [Season] [Year] and would love to have you back.

As a returning team member, you get:
- a shorter rehire process: [what's skipped, e.g. no interview, just a quick form]
- first pick of shifts before we open to new applicants
- $[Pay Rate] per hour[, plus a $[Bonus Amount] return bonus]

Rehire spots are first come, first served until [Deadline]. Sign up here: [Link]

See you soon,

[Your Name]
[Title], [Site Name]

SUBJECT LINE IDEAS

- [First Name], a new [Job Title] role opened up
- You were our first call for this role
- Still interested in [Job Family] roles at [Company]?
- Checking in, [First Name]

• Come back for [Season]? Rehire spots open now

• We kept your details: a new opening at [Company]

• Following up on your [Previous Job Title] interview

SMS / WHATSAPP VERSION

Hi [First Name], it's [Your Name] from [Company]. You interviewed with us for [Previous Job Title] last [Month]. A new [Job Title] role just opened and I thought of you. Open to a quick call this week? Reply STOP to opt out.

Placeholders to replace: [First Name], [Job Title], [Previous Job Title], [Job Family], [Team Name], [Hiring Manager Name], [Month, Year], [Location / Remote], [Pay Range], [Pay Rate], [Bonus Amount], [Job Link], [Season], [Year], [Site Name], [Deadline], [Link], [Your Name], [Title], [Company], [Phone Number]