



PRESS RELEASE BASICS

Best Practices & Example Templates for Promotion/Hiring Press Release

Announcing a new team member can be exciting and help to promote your business. Check out some best practices, a few different styles below and a blank template to help create your own custom announcement.

Best Practices

- Provide an introduction, a professional headshot, and the new title.
- Write a short summary of the employee's previous and new roles and any major accomplishments in their career.
- Include some background information such as the employee's education and certifications.
- Encourage everyone to welcome and congratulate them on their new position.
- Write the announcement to fit your company's culture.
- Have them add in something unique about themselves, a favorite hobby, or a fun story.

Example Promotion/Press Releases

Example #1:

We are thrilled to announce the promotion of Jane Doe to Director of Marketing in the Corporate Communications department. Jane joined the company five years ago and has advanced through progressively more responsible positions in both the Advertising and Sales departments, where she has played a key role during our transition to our newly acquired digital sales and marketing technology.

Jane thus brings a wealth of experience to the Corporate Communications department, and we are excited about her new role at the company.

Please join us in welcoming Jane to Corporate Communications and congratulating her on her promotion.

Example #2:

I am pleased to announce Michael Nolan has earned a well-deserved promotion to Customer Service Manager effective October 1.

Michael brings extensive experience in customer service, customer solutions, and communications to his position, along with several years of experience with our company.

I would appreciate you welcoming him on board as he transitions to this new role.



Example #3:

We are pleased to announce the promotion of Joe Smith to Regional Manager of our Northeast operations. Joe has been with XYZ Company for 8 years, during which time he has held positions in sales and management, proving himself to be a committed company advocate.

Joe came to XYZ from another retailer and brought with him energy and enthusiasm that he has continued to use while leading his employees to consistently improve their sales numbers.

His background in business gives him an overall understanding of how to improve customer satisfaction, and his ability to motivate his team has led to his continued success in Connecticut.

While the Connecticut offices will miss him, please join us in welcoming Joe to Boston, and in congratulating him on his new position.

Fill-in Sample Promotion Templates

I am pleased to announce the promotion of [Firstname Lastname] from [Old Position] to [New Position]. [Firstname] has been with [Name of Company] for [X years] and has worked in [insert Names of Departments/Positions]. S/he will be gaining these new responsibilities [list].

[Firstname] attended [Name of University] and came to [Name of Company] after graduation.

During her/his tenure here, [Firstname] has implemented protocols which have improved efficiency in the [Name of departments] and has frequently been recognized for outstanding achievement.

Please join me in congratulating [Firstname] on [her/his] promotion and welcoming her/him to the New Department/Position.

We are pleased to announce that we found the best candidate for our open position [enter job position]. We decided to bring [name] to the team as his/her knowledge matches and exceeds the requirements for the role.

[name] has worked in [give a short description of previous roles and responsibilities].

During his/her first month, [name] will be assisting our new hire to learn more about his/her responsibilities, the company culture and the expectations within the company.

We hope and assume you will make the first step and introduce yourself to our new [job role], helping him/her adjust to the pleasant atmosphere of our company as quickly as possible.

* All press releases must be reviewed and approved by Advertising Supervision prior to being published.