

Internal job posting email template

Eight blocks, from the subject line down to the sign-off. The header is part of the template.

{like this} = yours to replace. Everything else is wording you can keep.

The announcement email

FROM {Name}, {role}
TO {Everyone at {Company}, or the {team} distribution list}
SUBJECT Internal vacancy: {Job Title}, {Team}. Applications close {closing date}

01 SUBJECT LINE

Internal vacancy: {Job Title}, {Team}. Applications close {closing date}.

Tip. Put the word internal, the job and the closing date in the subject. A subject line that says exciting opportunity gets opened by nobody who is busy.

02 OPENING LINE

We are recruiting a {Job Title} in {team}, and we are opening it to {everyone at {Company}, or everyone in {division}} first.

Tip. Say internally first in the first sentence when it is true. It is the single reason an internal announcement gets read rather than skimmed.

03 THE ROLE IN THREE LINES

{Job Title}, reporting to {name}, {grade or band}, {pay range}, based at {location}, {hours or shift pattern}.

- What the job is: {one sentence}.
- Why it is open: {a new role, a replacement, or a {length} secondment}.
- What you would need on day one: {the one thing}. What we would teach you: {the rest}.

Tip. Three lines, then the link. An email that reproduces the whole posting only gets read by the people who were already going to apply.

04 WHO CAN APPLY

You can apply if you have been in your current role for {length of time} and you are not in a live {performance or disciplinary} process. {Which of part-time, fixed-term, agency and on-leave colleagues are included}.

Tip. Repeat the eligibility rule in the email. Half your audience decides right here whether the rest of the message is about them.

05 THE LINE THAT REACHES THE PEOPLE WHO ASSUMED IT WAS NOT FOR THEM

If you are reading this and thinking you are not quite ready, apply anyway. {Name} would rather talk to you about the gap than fill this without you in the running.

Tip. Write this one and mean it. The whole point of announcing a job internally is to reach the colleagues who would never have applied to the external ad.

06 HOW TO APPLY, AND BY WHEN

{Apply at {internal link}, or send {what you send} to {name} at {email}} by {closing date, time and time zone}. {Whether you tell your manager first, or whether we do, and at which stage}.

Questions before you apply go to {name} at {email}. Asking is not part of the assessment.

Tip. One link, one date, one name. Every extra route you offer is another list somebody has to reconcile at shortlisting.

07 WHAT HAPPENS NEXT

Shortlisting on {date}, {interviews} in {week}, decision by {date}. Everyone who applies gets a decision and a reason.

If we do not fill this internally by {closing date}, we will advertise it externally. Anyone already in the process stays in it.

Tip. Saying that the job goes outside after the closing date is what makes the deadline real. Leave it out and an internal posting gets treated as optional.

08 SIGN-OFF

Full details and the application link are in the posting: {internal link}.

{Name}

{Role}, {Company}

Tip. Send it from a person, not from a no-reply address. An internal announcement nobody can reply to is an announcement nobody replies to.

Two filled versions of this email, one sent to a single site and one sent to everyone, are in the Word version of this template and at recruitmentads.com/job-ad-template/internal-job-posting.