

New manager announcement email template

Introduce a new manager to their team, whether hired from outside or promoted from within.

Updated October 15, 2026. Written and reviewed by the HRTally Research Team.

When to use this template

A change of manager is one of the biggest things that can happen to an employee's working life. Announce it carefully, with the team hearing before the wider company, and include something about how the new manager likes to work so the team knows what to expect.

If the new manager was promoted from within the team, acknowledge the shift in relationship honestly. Former peers will now report to them. A brief, respectful note helps. Then let the new manager introduce themselves directly. A strong first move is booking one-on-ones with every team member in the first two weeks.

Version 1: External hire

SUBJECT Introducing [Manager full name], [Team]'s new [Title]

Hi [Team],

I'm pleased to share that [Manager full name] will join us as [Title], leading the [Team] team, starting [Date].

[First name] comes to us from [Previous company], where [one or two sentences of relevant experience]. [He/She/They] will report to me.

In [his/her/their] first weeks, [First name] will meet one on one with each of you to learn about your work and what you need. Please be open with [him/her/them] about what's working and what isn't.

Thank you to [Interim leader name] for leading the team over the past [Time].

Please join me in welcoming [First name].

[Senior leader name]
[Title]

Version 2: Internal promotion to manager

SUBJECT [Manager full name] will lead [Team]

Hi team,

I'm happy to announce that [Manager full name] has been promoted to [Title] and will lead the [Team] team, effective [Date].

Many of you have worked alongside [First name] for [Time] and know [his/her/their] [specific strengths, such as calm under pressure and deep knowledge of our customers]. That experience is exactly why [he/she/they] is the right person for this role.

Starting next week, [First name] will set up one-on-ones with each of you. Your day-to-day work isn't changing, and if you have questions about the transition, come to me or [First name] directly.

Congratulations, [First name].

[Senior leader name]

Subject lines to try

- Introducing [Manager full name], [Team]'s new [Title]
- [Manager full name] will lead [Team]
- Meet your new manager
- Leadership update for [Team]
- Welcome [First name] as our new [Title]

How to personalize it

- Tell the team before the wider company.
- Thank the interim leader by name, if there was one.
- Include how the new manager will get to know the team.
- For internal promotions, name the strengths that earned it.

Mistakes to avoid

- Announcing the new manager before telling internal candidates who weren't chosen.
- Long resumes instead of a few relevant facts.
- Implying that the old team or manager was a problem.
- Sending the announcement without the new manager's input.

When to send it

Tell internal candidates who weren't selected first, in person. Then announce to the team, ideally in a meeting with the email as a follow-up. For external hires, announce a week or so before the start date. Update reporting lines in your HRIS and org chart on the effective date.

Before you hit send

- The subject line says what changed and when, and it reads well on a phone.
- Managers were briefed and can answer questions the same day.
- Anyone personally affected heard the news privately first.
- The effective date and any action required appear in the first three lines.
- Employees without company email will get it through managers, texts, or posters.

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