

Promotion announcement email template

Celebrate a promotion with specifics about what the person achieved and what they will do next.

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

When to use this template

A promotion announcement does two things. It recognizes the person, and it shows everyone else what kind of work leads to advancement. Vague announcements waste that second opportunity. Be specific about what the person did, such as a project led or a result delivered, not just their years of service.

Confirm the employee is comfortable with the announcement and its wording, and make sure their pay change and new title are processed before you send it. If several people applied for the role internally, talk to the others first. The salary increase notification covers the private pay conversation that goes with a promotion.

Version 1: Team or company announcement

SUBJECT Congratulations to [Employee full name], our new [New title]

Hi everyone,

I'm delighted to announce that [Employee full name] has been promoted to [New title], effective [Date].

Over the past [Time], [First name] has [two or three specific achievements, such as rebuilt our onboarding process, cutting time to productivity by three weeks, and trained six new team members].

In [his/her/their] new role, [First name] will [new responsibilities, such as lead our benefits programs across all locations].

Please join me in congratulating [First name].

[Manager name]

[Title]

Version 2: Short announcement for a team channel

SUBJECT Promotion news on [Team]

Team,

Quick but important news: [Employee full name] is now our [New title]. [First name] earned this by [one

specific achievement].

Starting [Date], [he/she/they] will [new responsibility]. Congratulations, [First name]!

[Manager name]

Subject lines to try

- Congratulations to [Employee full name], our new [New title]
- Promotion news on [Team]
- Please congratulate [First name]
- [First name] is our new [New title]
- Celebrating [First name]'s promotion

How to personalize it

- Name specific results, not personality traits.
- Get the employee's approval on the wording.
- Include the effective date and new responsibilities.
- Send from the manager, copying the senior leader if appropriate.

Mistakes to avoid

- Announcing before the pay change and paperwork are complete.
- Mentioning salary, level numbers, or pay grade.
- Surprising internal candidates who were passed over.
- Different levels of fanfare for similar promotions.

Legal and compliance notes

If the promotion changes the employee's classification from nonexempt to exempt, confirm the new role meets both the duties test and the salary threshold under the FLSA and your state's rules. Some states require written notice of a pay rate change. The exempt vs nonexempt guide explains the tests.

When to send it

On or just before the effective date, after the employee has been told privately and accepted. In companies with promotion cycles, a single announcement covering everyone promoted that cycle works well.

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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