

# COMMUNICATING WITH CANDIDATES:

*13 Messaging Templates for Faster Hiring & Better Applicant Experiences*



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## INTRODUCTION

Communicating with job applicants at each stage of your recruiting process is critical to maintaining a positive candidate experience and a strong employer brand. When you communicate with applicants, you demonstrate your commitment to treating your people well – from prospective employees to tenured staff. And, that commitment helps build a brand that makes recruiting and retaining top talent even easier.

Nevertheless, we understand HR professionals and hiring managers like you are busy. Responding to every candidate can be daunting, especially if you don't have an applicant tracking system (ATS) or automated email messaging tools.

To simplify your candidate outreach, improve the applicant experience, and strengthen your employer brand, we've provided you with 13 email templates to use throughout your recruiting process.

According to [iHire's 2020 State of Online Recruiting Report](#), job seekers cited **“not hearing back from employers after applying or interviewing”** as their top job search challenge.



## LETTER OF INTEREST

Letters of interest are used when sourcing candidates from a resume database, job board, talent network, or social media site. More than likely, this outreach will be your first point of contact with your potential hire, and the goal is simple: Invite the candidate to apply for your position.



**Subject Line:** Invitation to Apply for [Job Title] at [Company Name]

Hi [First Name],

We recently came across your resume on [Recruiting Site Name] and believe you would be a great candidate for our open [Job Title] position. Please feel free to review the full job posting here [link to your ad or paste it below].

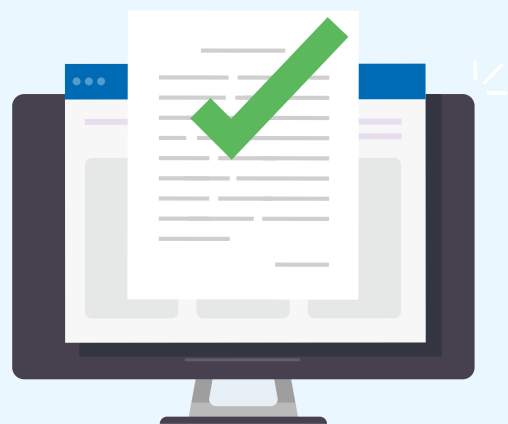
We will be conducting interviews in the coming weeks and are eager to discuss this position with you further. Please contact us at [Phone Number] or [Email Address] to let us know of your availability. We look forward to hearing from you soon.

Sincerely,

[Your Signature]

## ACKNOWLEDGEMENT OF APPLICATION

Keep your candidates out of the dreaded “resume black hole” by informing them when you receive their application. This outreach can be as simple as a couple sentences, but it’s best to include some details about the next steps in the hiring process (such as when to expect to hear from you if they are selected for an interview).



**Subject Line:** Thanks for Applying for [Job Title] at [Company Name]

Hi [First Name],

Thank you very much for submitting your resume for our [Job Title] opening. Your application has been received and will be reviewed by our HR staff to determine if your qualifications match the position’s requirements.

If you are chosen for an interview, we will reach out to you to schedule a time to discuss this opportunity further.

Thanks again for your interest in [Company Name].

[Your Signature]

## PHONE SCREEN REQUEST

If you conduct phone screens before inviting candidates to participate in formal interviews, this template will help you schedule a time to talk with your potential hire.



**Subject Line:** Phone Interview for [Job Title] at [Company Name]

Hi [First Name],

Thank you for applying to our [Job Title] position at [Company Name]. After reviewing your credentials, we would like to schedule a time to meet over the phone to give you a better overview of the role and to learn more about your background. Please contact me at your convenience at [Phone Number] or [Email Address].

Thank you,

[Your Signature]

## INTERVIEW REQUEST

Scheduling a formal interview – whether the interview is conducted in person, or via phone or video – is one of the most common reasons for reaching out to candidates. While you may also want to call them, sending an email allows you to provide additional information about your company (such as links to your career page and social media channels).



**Subject Line:** Interview Request for [Job Title] at [Company Name]

Hi [First Name],

Thank you for your interest in the [Job Title] position at [Company Name]. We have reviewed your application and would like to invite you to interview for this position. Interviews are currently being scheduled for the week of [Date]. Please contact [HR Representative or Hiring Manager Name] at [Phone Number] to discuss your availability.

Thanks again,

[Your Signature]

[Area for company info – links to careers page, collateral, social media channels, etc.]

## PANEL INTERVIEW INVITATION

It's becoming more common for companies to hold panel interviews with candidates as they get closer to making their final hiring decisions. Panel interviews often comprise four or five stakeholders from various departments and levels within the company. If you've already determined your panel members, you may want to include their names and titles in your message.



**Subject Line:** Panel Interview Invitation for [Job Title] at [Company Name]

Hi [First Name],

Thank you for your time to talk about your background and our open position here at [Company Name]. You certainly have great talent. As mentioned, the next step is a panel interview with several members of the [Company Name] team. We are working with calendars now and will be in touch on the next steps very soon.

Sincerely,

[Your Signature]



## REQUEST FOR WORK SAMPLES

If work samples are critical to your hiring process and you did not require them as part of the initial application, you will need to request them later in the recruiting funnel.



**Subject Line:** Work Samples for [Job Title] position at [Company Name]

Hi [First Name],

Thank you again for your interest in the [Job Title] position at [Company Name]. At this point in our hiring process, we would like to see samples of your work to help us best evaluate your fit for our role.

Please reply to this email with [Quantity] examples of your [Type of Work] by [Date]. We ask that you submit them as [File Format(s)].

We look forward to reviewing your work!

Sincerely,

[Your Signature]

## REQUEST TO COMPLETE ASSESSMENT(S)

Similar to asking for work samples, you may request that candidates complete one or more online assessments to gauge their competencies. Assessments might be requested at the beginning of the hiring process to help screen out unqualified applicants, or later in the process to help narrow down your talent pool.



**Subject Line:** Candidate Assessment for [Job Title] at [Company Name]

Hi [First Name],

Thanks again for your interest in the [Job Title] position at [Company Name]. To be considered for the role, we ask that you complete [Assessment Name] by [Date]. You can access the assessment here: [Link to Online Assessment].

If you have any questions, please don't hesitate to reach out.

Sincerely,

[Your Signature]

## DISQUALIFICATION

Rejecting or disqualifying candidates is never fun, but it is an unavoidable part of the hiring process. Using a straightforward messaging template can simplify your outreach. However, it's important that you do not skip this step – a positive candidate experience requires letting applicants know when they are no longer in the running for a position. This will provide them with closure, encourage them to continue their job search, and keep them out of the resume black hole.

**Subject Line:** Your Application for [Job Title] at [Company Name]

Hi [First Name],

Thank you for your interest in joining the [Company Name] team. We have carefully reviewed your application and decided to pursue other candidates whose qualifications more closely match the requirements for the [Job Title] position.

We appreciate your time and wish you luck in your job search.

All the best,

[Your Signature]

## PIPELINING

Today's most forward-thinking recruiters don't discard qualified talent – they pipeline qualified talent. If you can only extend the job offer to one person, that doesn't mean your "runners-up" are not fit for a future position with your company.

By pipelining your silver (and bronze) medalists, and staying in touch with them, you can quickly fill roles when the time is right. You may also pipeline qualified candidates towards the top of the funnel and keep their resumes in your talent database. Use this template in place of your standard disqualification message for candidates you're pipelining.

**Subject Line:** Your Application for [Job Title] at [Company Name]

Hi [First Name],

Thank you for your interest in joining the [Company Name] team. We have carefully reviewed your application and have decided to pursue other candidates whose qualifications more closely match the requirements for the [Job Title] position.

We are going to keep your resume in our talent database in case we have an opening in the future that better fits your skills and experience. In the meantime, we encourage you to apply for other positions with [Company Name] that interest you.

All the best,

[Your Signature]

## JOB OFFERS

One of the most critical messages for candidates is the all-important job offer. More than likely, you will first make a verbal offer and follow up with a formal letter via email. However, there are multiple ways to go about extending the opportunity, so we've included three different templates with explanations for when to use each one.



# JOB OFFER LETTER TEMPLATE #1: OUTLINE

Outlines are widely used in business writing because they provide a lot of information at a glance. As you're putting together a job offer email for your new hire, you may consider using this strategy if there are a lot of key details you need to convey concerning organizational structure, compensation, work hours, and other aspects of the position.

**Subject Line:** Job Offer for [Job Title] at [Company Name]

Dear [First Name],

We are excited to extend the following offer of employment for the role of [Job Title] with [Company Name], contingent upon [List of Contingencies]. Please review the following terms and conditions of your employment, should you accept this offer.

- **Position:** As [Candidate Title], you will report to the [Manager/Supervisor Position Title]. Your regular duties include [List of Duties].
- **Compensation:** Your annual base salary of [Salary] will be paid as [Salary for Pay Period] per [Length of Pay Period]. This salary is subject to deductions for taxes as required by law, as well as withholdings and adjustments reflective of company policies.
- **Hours:** This is a [Full-Time/Part-Time/Seasonal] position requiring approximately [# Hours] hours per week.
- **Benefits:** As a(n) [Company Name] employee, you will be eligible for [Health/ Life/ Disability/ Dental] insurance coverage supplied per company policy. See the attached documents for information regarding your eligibility for other benefits, including [Benefit #1] and [Benefit #2].
- **Vacation and Personal Time Off:** Paid time off is accrued at [# Days] per [# Weeks].
- **Employment Relationship:** Your employment at [Company Name] is [At-Will (Recommended)/Fixed-Term], meaning that [Explanation of Relationship Type].
- **Additional Agreements:** Like all employees, you will be required to sign the company [Privacy/Proprietary Information and Inventions/Non-compete/etc.] agreements before your start date.
- **Start Date:** [Date]

You may indicate your agreement with these terms and accept the above offer by signing and dating this agreement on or before [Deadline]. If you have any questions, please contact me at [Phone Number] or [Email Address].

Sincerely,

[Your Signature]

# JOB OFFER LETTER TEMPLATE #2: BUSINESS LETTER

While the outline strategy presented in the first example does a great job of relaying a lot of information in a format that's easy to review, it can appear a bit informal. For HR reps who prefer to use a more official job offer letter, our second template does a great job of delivering many of the same details as the outline template while using more formal language.

**Subject Line:** Job Offer for [Job Title] at [Company Name]

Dear [First Name],

[Company Name] is pleased to offer you the position of [Job Title]. We are excited about the skills and potential you bring to our organization.

As we have discussed, you will be working at our [Office/Contact Point] location beginning [Start Date]. The base salary is [Salary] per [Length of Pay Period], subject to modification at [Company Name]'s discretion. You will report directly to the [Manager/Supervisor Title]. You can see a full list of job duties and expectations in the attached job description.

[Insurance Coverage] will be provided through the company's employee benefit plan effective [Date]. We offer a paid time off plan that includes vacation, personal, and sick time off. You will receive [# Days] days of vacation per [# Weeks] weeks worked. [Describe Additional Benefits Here].

In accepting our offer of employment, you certify your understanding that your employment with [Company Name] is [At-will (Recommended)/Fixed-term], meaning that [Explanation of Relationship Type]. Please review, sign, and return the attached documentation by [Deadline].

We look forward to welcoming you to our company and are confident you will contribute positively to our [Department Name] team. If you have any questions, please contact me at [Phone Number] or [Email Address].

Sincerely,

[Your Signature]

# JOB OFFER LETTER TEMPLATE #3: SUMMARY WITH ATTACHMENTS

This job offer email is short and sweet, providing a few necessary details and directing the new hire to review attached files to find out more about benefits and terms and conditions of their employment.

**Subject Line:** Job Offer for [Job Title] at [Company Name]

Dear [First Name],

We are writing to offer you the position of [Job Title] with [Company Name]. We are excited to bring your experience and enthusiasm to our organization.

We can offer you a [Salary] base salary, along with paid time off as accrued according to company policy. Additional benefits as well as terms and conditions of your employment are outlined in the attached files. Please review, sign, and return the attached documentation by [Deadline].

If you have any questions, please contact me at [Phone Number] or [Email Address]. We look forward to welcoming you to the [Company Name] team!

Sincerely,

[Your Signature]



## ONBOARDING

Once a candidate accepts your job offer, you'll want to reach out with information about onboarding. This message should include details about their first day – when to arrive, what to wear, what to bring, and so forth.



**Subject Line:** Your First Day at [Company Name] – Details Enclosed

Hi [First Name],

We are all excited to welcome you to our team! As agreed, your start date is [Date]. We expect you to be at our office by [Time] and our dress code is [Casual/Business Casual]. [Insert Any Additional Arrival Details – Where to Park, What to Bring, etc.]

We've organized your first days to help you settle in properly. You can find more details in the attached agenda.

If you have any questions before your first day, feel free to call me at [Phone Number]. See you soon.

Welcome to the [Company Name] team!

[Your Signature]

## CONCLUSION

These are just a few sample messaging templates for reaching out to job candidates. We encourage you to use them as a starting point to simplify your hiring process and improve the applicant experience. As you get more accustomed to communicating with your candidates at each stage of the recruitment funnel, you may want to expand on these messages and even create some templates of your own.

*Happy hiring!*

## Looking for qualified talent for your team?

Get started with iHire's industry-focused recruiting solutions, and take advantage of our simple candidate messaging tools right in our platform.

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