



Recruitment Marketing Email Template Guide

7 email templates to fuel your
recruitment marketing strategy

JazzHRTM

Sourcing Top Talent? Start Thinking Like a Marketer



Talent acquisition professionals need to think and act like marketing experts to stand out in a tight labor market. This means developing a well-rounded approach to recruitment marketing.

With such a strategy in place, recruiting teams will invest in high-quality careers pages, produce blogs and video resources, polish off new job descriptions and schedule hiring events. But if they neglect to communicate with their candidates, they won't see much in the way of ROI. Email outreach is a crucial component of any recruitment marketing strategy.

Busy talent professionals need well-crafted email templates to engage passive candidates, grow their talent pool and represent their employer brand in a positive light.

The 7 Email Marketing Template Every Recruiter Needs

We've crafted a collection of original, attention-grabbing recruitment marketing email templates so you don't have to. A conversational tone and customizable body copy are baked right into each template to help establish authenticity, encourage dialogue and initiate an authentic candidate-recruiter relationship.

Simply drop these email templates into your applicant tracking system, add a few finishing touches and start sending!

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Engage Passive Candidates with a Job Opportunity: **First Touch**

Why: Passive candidates aren't actively looking for new opportunities, and they aren't in your pipeline — yet. Chances are they won't respond to your messages right away. But they'll start to mull things over if you make a positive first impression.

What: Make your message about the candidate — not about your company. Show that you respect their current employment status and provide a link out to the full job description in case they're interested. Include a handful of compliments and personal touches as well. Then, in your closing remarks, don't passively ask the candidate what they want to do; tell them what's going to happen — specifically, when and how you will follow up. This sets clear expectations about the next steps and lets them know you're serious.

When: As you source passive candidates for a specific opportunity, send this as your first cold email.



Subject line: Re: Your [profile/portfolio/resume] on [website]

Hi [candidate name],

I'm [recruiter name], and I'm part of the [recruiting/HR/talent acquisition] team here at [company name]. I came across your [profile/portfolio] on [website] and was impressed by your experience.

We're currently looking for someone to join our [department] team as a [job title] in [city]. Your expertise in [specific skill set] really stood out to me — and I was especially impressed with your [specific achievement].

It looks like you're really making an impact at [candidate's employer name]. Even if you're not looking for a change just yet, I'd like to tell you about our team to see if there's a potential fit.

If I don't hear back from you here, I'll try to catch you over the phone on [date and time of day]. Otherwise, could you let me know if there's a better time to connect?

Looking forward to speaking with you!

Best,

[recruiter name]
[email signature]



Engage Passive Candidates with a Job Opportunity: **Second Touch**

Why: After introducing yourself, your company and your job opportunity to passive candidates, try to reach them over the phone. If you still can't get in touch, send a short follow-up email to nudge them for a response.

What: Use this message to highlight another aspect of the opportunity and how it aligns with the candidate's experience. Make sure to "reply" to the initial message so that all the details are there for the candidate to re-read.

When: As you continue sourcing passive candidates for a particular opening, send this as your second cold email.



Subject line: Following up about your [resume/portfolio]

Hi [candidate name],

Hope all is well! Wanted to follow up as I wasn't able to reach you over the phone today. haven't heard back from you yet.

Our team is still looking for a [job title] in [city] — and I think your background makes you a great fit.

At [company name], we're working on [project type(s)] that might be of interest, given your background in [industry/field]. Take a look at the full [job title] job description for a fuller picture of the role.

I'll try reaching out [via email/over the phone] once more on [date]. Could you let me know your thoughts either way?

Thanks,

[recruiter name]
[email signature]



Reengage Candidates in Your Pipeline with a New Job Opportunity

Why: Recruiters often tell candidates they'll keep their resumes on file in case of future opportunities. But when those new opportunities do arise, it takes the right message to re-ignite former applicants' interest, especially if they've already been turned down.

What: In this email, you'll re-introduce yourself and your company, acknowledge past interactions with the candidate and present a new job opening. Choose from the multiple-choice options below to most accurately represent your recruiter-candidate relationship. If the candidate shared details with you about finishing school, moving or tackling a big project, add a warm personal note related to that accomplishment.

When: Send this email to a candidate who is currently in your pipeline when it's time to present him/her with a new job opportunity.



Subject line: Reconnecting (with some exciting news)

Hi [candidate name],
This is [recruiter name] from the [recruiting/HR/talent acquisition] team at [company name]. Our paths crossed back in [month/year] when

- a) we spoke over [the phone/email] about a [job title] job opportunity.
- b) you applied for our [job title] position.
- c) we interviewed you for a position in the [department name] department.
- d) you attended our [event title] recruiting event.

Since then,

- a) I know you've [completed a professional/personal accomplishment] — [congrats!/how did it go?]
- b) I'm sure you've been busy with [job responsibility] — how's it been going?

I've been keeping your resume in our talent database and am reaching back out because you're at the top of our list for an exciting new opportunity.

We're looking for someone to join our [department] team as a [job title] in [city]. I wanted to share the job description with you, given your background in [industry/field] and your interest in

- a) working on [specific projects].
- b) leveraging your [specific skill set].
- c) joining a [specific quality] team.

It seems like there's some alignment between this role and your expertise, and I'm excited to hear what you think.

If I don't hear back from you, I'll try to catch you over the phone on [date and time of day]. Otherwise, could you let me know if there's a better time to call based on your schedule?

Looking forward to reconnecting.

Thanks,

[recruiter name]
[email signature]



Raise Employer Brand Awareness Through Content Marketing: First Touch

Why: Once you've alerted a candidate to a new job opportunity, your email outreach doesn't stop there. After providing the job description and explaining why you think the candidate is a good potential fit, it's time to add a bit of flavor to your employer brand.

What: Start by addressing the context of your outreach, then share links to a few pieces of soft-touch recruitment content. Mention why you think these resources might resonate with the candidate and briefly describe the highlights to shed some light on your employer brand, company culture and values.

When: Send this email to raise brand awareness after you've engaged passive candidates or reengaged candidates in your pipeline with a new job opportunity.



Subject line: [candidate name], here's what I found

Hi [candidate name],

This is [recruiter name] from the [recruiting/HR/talent acquisition] team at [company name]. Hopefully you saw my recent email about our search for a [job title] in [city] explaining our interest in considering you for the role.

I'm following up to share a few resources that can show you what it's like to work at [company name].

Here's a post on our blog that covers [topic]. We also created a video to highlight [topic]. I wanted to share these with you because [reason that relates to the candidate's experience].

You can definitely see this in the content itself, but at [company], we're all about [value 1, value 2 and value 3]. Would you be interested in joining a team like ours when you're ready to make your next move?

I'd be happy to chat further and would appreciate your thoughts either way.

Best,

[recruiter name]
[email signature]



Raise Employer Brand Awareness Through Reviews and Testimonials: Second Touch

Why: After sharing content marketing collateral produced by your own team, employee-generated content can add proof to everything you've been saying. Candidates will instinctively search for your company on review sites — so you might as well get ahead of this and show that you're proud of your employer brand and hard-earned reputation.

What: Send this as a follow-up to your first content marketing outreach email. Make sure to send this as a reply to the previous message so the candidate can still easily access the other resources you shared. Include new links to employee testimonials on your blog, comments on third-party employer review sites, industry ratings and social media content spotlighting your team.

When: To continue establishing your employer brand, send this email to candidates who are already aware of your job opportunity. Use this as a follow-up to your initial content marketing outreach.



Subject line: Re: [candidate name], here's what I found

Or, reply to the same email, but change the subject line to: Quick favor?

Hi [candidate name],

Following up from [company name] — hope you've been having a great [weekday]!

I haven't heard back from you yet about the [job title] opportunity or the resources I sent over in my last message — I know it's a lot to take in, especially as it looks like you're busy making great contributions to [candidate's employer name].

At [company name], we work hard to make sure our employees can enjoy [perk 1, perk 2 and perk 3] — but don't take it from us. See for yourself by checking out our

- a) [#]-star rating on [review site]?
- b) ranking on [publication]'s Top 50 Best Places to Work?
- c) employee testimonials?

I'd love for you to see what others have to say.

We still have a position open in [department] for someone with your experience and background — I'll give you a call at [time of day] on [day] so we can discuss.

Very best,

[recruiter name]

[email signature]



Promote a Recruiting Event

Why: Whenever you're planning to host or attend a recruiting event — such as a job fair, open house or networking event — you'll need to reach out to the candidates on your guest list. Even if you distribute a standard event invite, send any candidate you'd like to speak with a personalized invitation.

What: In this message, start by re-introducing yourself and your company — and don't forget to reference any past interactions with the candidate. Then, provide the basic event details with links out to the registration page. Personalize your email by highlighting one or two positions you think candidate might be interested in and connect these roles with their skills and experience. Be sure to provide a registration deadline and establish the next steps before signing off.

When: Send this out as a personal invitation asking a candidate to meet with you at a recruiting event. This email is best suited to candidates who are already in your pipeline, but it can easily be adapted or merged with the first-touch cold email for passive candidates.



Subject line: Save the Date: [date]

Hi [candidate name],

[recruiter name] here, from the [recruiting/HR/talent acquisition] team at [company name].

I came across your resume and contact details on [website].

Our paths crossed back in [month/year] when [explain past interactions].

We're [hosting/attending] a [recruiting event/job fair/open house/networking event/meetup] soon, and I'd like to invite you to stop by. The event will be held on [date] at [location] — you can find out more and register here.

I hope you can attend because we're looking to expand our [department] team in [city]. There are a few open roles that I think your experience and skills could be a good fit for: [job title 1] and [job title 2].

After taking another look at your [resume/portfolio], I was impressed with your [specific achievement] at [candidate's employer name] and am curious to learn more about your experience with [specific skill set].

Feel free to take a look at the listings and event details — I'll follow up before the registration deadline, which is [date], to confirm your attendance. In the meantime, I'm here to answer any questions you might have.

Hope to see you on [date]!

Thanks,

[recruiter name]

[email signature]



Engage with the Candidate's Own Content

Why: Here's a clever way to flip recruitment marketing on its head. Candidates are constantly marketing themselves and building their personal brands — even when they're not actively seeking new opportunities. Talent acquisition professionals can solicit a response by engaging with a candidate's own content.

What: With this message, you'll mention something from a candidate's portfolio like an article they published, a project success rate on their resume, or industry news that mentions their work. Explain why you're impressed with what you saw and close by asking for the candidate's advice on a related topic. This will show that you see them as an expert in their field. Once you start a dialogue, you'll have the chance to bring up their career aspirations and your opportunity.

When: Use this email to creatively engage passive candidates who are cold or already in your pipeline.



Subject line: Compliments on your [achievement/piece of content]

Hi [candidate name],

I'm [recruiter name], part of the [recruiting/HR/talent acquisition] team at [company name].

Your [article/project/interview] on [topic] caught my eye on [website/source] — I'm really impressed with [specific results/insights/achievements]. I passed it along to our [head of department] because [he/she] really admires that kind of [quality/characteristic].

We're actually looking to grow our [department] team right now, and I could use some expert advice... Could my team and I pick your brain around

- a) industry best practices?
- b) what made your project such a success and how we can replicate that?
- c) how we should conduct our search for a new [job title]?

I'd really appreciate a few minutes of your time on [date] for a quick call.

Many thanks,

[recruiter name]
[email signature]



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