



4 Email Templates to Enhance Your Candidate Experience

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Today, an excellent candidate experience is more important than ever. Whether you end up hiring a particular applicant or not, how he or she is treated throughout the interview and hiring process is a direct reflection of your company.

And while there are lots of ways to amp up your candidate experience, one of the quickest (and cheapest) is enhancing your email communication. Since email will likely be the first and most frequent type of interaction you have with applicants, shouldn't it be a great reflection of your company and culture?

Plus, as a talent acquisition professional, you're likely sending many of the same emails day in and day out. Having a set framework for those common messages will make it far easier (and quicker!) to reach out to candidates with targeted and relevant information—meaning they'll get the responses they're so eagerly waiting for throughout the hiring process.

Making the Most of Your Candidate Emails

Before we dive into the different templates, there are a few general tips to consider. Using this advice in combination with the templates will ensure that your candidate emails set the right tone and reaffirm that employer brand you've invested so heavily in.

1. Highlight Your Culture

You're aiming to find the best fit for your open positions. But, you aren't the only one trying to figure out how well people match up—candidates are also trying to determine if they can see themselves working for your company.

So, from the get go, why not give applicants some glimpses into your culture? Include photos or videos, links to your company's social media accounts, or a link to your profile on The Muse, for example. Highlighting what working in your office is actually like can help candidates feel more comfortable—and more excited. Speaking of which...

2. Provide Resources

The more informed candidates feel, the more confident they'll be—meaning your interviews will be that much stronger and more productive.

So, arm your applicants with the information they need to feel empowered and self-assured. By including things like links to [helpful articles on The Muse](#), the LinkedIn profiles of interviewers, or even an interview guide created by your talent acquisition team, people will feel that much more confident when moving through your hiring process.

3. Be Friendly and Welcoming

You know that going through the job search is nerve-racking. While you may be on the other side of the table now, it's important to empathize and be as welcoming and supportive as possible.

Go above and beyond to be warm and friendly and make candidates as excited about the experience as possible. Not only will it bolster their confidence, but it will also reflect well on your company culture.

Candidate Email Templates

With those tips in mind, let's dive into the templates. Feel free to personalize them, make them your own, and send away when corresponding with applicants.

EMAIL TEMPLATE #1

Reaching Out to a Passive Candidate

Hello [name],

I hope you're doing well!

My name is [name], and I'm the [job title] at [company].

We're currently searching for a [job title] to handle [core responsibility] and [core responsibility]. I came across your information on [outlet] and thought that your impressive experience could be a great fit for what we're looking for.

I know that receiving these cold emails can leave you feeling a little blindsided. So, I invite you to check out the [job description](link to job description) as well as [this resource](link to video or other resource) about what life at [company] is like.

If you're interested in finding out more about this opportunity, I'd love to schedule a call to dive into the details and learn a little bit more about you as well.

Please feel free to reach out if you have any questions or would like any additional details. I'm happy to help.

Looking forward to hearing from you, [name]!

Best,
[Your Name]

EMAIL TEMPLATE #2

Inviting a Candidate to Interview

Hello [name],

Thanks so much for your interest in our [job title] position here at [company]!

We've looked through your application and would like to invite you to interview for this role. Would [date] at [time] work for you to come into our office and meet with [name, position title, link to LinkedIn profile]? We anticipate the interview should last for approximately [length of time].

To prepare for your interview and learn more about what life is like as a [company] employee, I recommend checking out our [resource and link] and [resource and link].

Please don't hesitate to reach out if you have any questions or require any clarification. I'm happy to help.

We're looking forward to meeting you, [name]!

Best,
[Your name]

EMAIL TEMPLATE #3

Moving a Candidate to the Next Round

Hello [name],

Thanks again for coming in to interview for the [job title] role on [date]. We so enjoyed meeting you and learning more about your qualifications and background—particularly your experience with [relevant skill or project].

With that in mind, we would love to invite you back to the office for a second interview. Do any of the below time slots work for you?

- [Date]: [time] to [time]
- [Date]: [time] to [time]
- [Date]: [time] to [time]

Let me know and I'll send you a calendar invite.

During this meeting, you'll have conversations with the following people:

- [Name], [job title]: [link to LinkedIn profile]
- [Name], [job title]: [link to LinkedIn profile]

I know that the first interview might've inspired some additional questions. So, please feel free to pass those along via email and I'll make sure to either answer them here or ensure that they're addressed during your interviews.

Again, don't hesitate to reach out. I'm happy to help, [name].

Best,
[Your name]

EMAIL TEMPLATE #4

Turning Down a Candidate

Hello [Name],

Thank you for applying for our role of [job title]. I know that I speak for all of us here at [company] when I say how much we enjoyed meeting you and getting to know you a little better.

While we were impressed with your experience and qualifications, at this time, we've decided to move forward with another candidate.

We so appreciate your interest in what we're doing here at [company] and are happy to let you know if any roles that might be a fit for you open up in the future. Similarly, if you see anything on our careers page at [link to your jobs site] you are interested in applying for, please let me know.

In the meantime, I wish you all the best. If you have any questions, please feel free to get in touch.

Thank you again for your interest and your time, [name].

Sincerely,
[Your name]

TIP: Breaking up is hard to do, which is why so many companies avoid doing it altogether. Sending a rejection email is never fun, but candidates deserve that closure so that they can take the appropriate next steps (and have a positive impression of your company!). So, make sure you take the time to do it. In a job hunt, bad news is still better than no news at all.

Moving Forward

Your candidate experience says a lot about what it'd be like to actually be an employee at your company. After all, if you can't manage to keep applicants adequately informed throughout the hiring process, how can they feel assured that your work environment will be the supportive and encouraging fit they're looking for?

Fortunately, improving your candidate experience doesn't need to be a huge undertaking. Personalize and utilize these email templates for those common messages you're sending, and your hiring process will enhance your employer brand—rather than detract from it.

Looking for more great resources on candidate experience, employer branding and hiring? [Find more on The Muse.](#)

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