Email subject line: New job opportunity at [*Company\_name*] / Interested in a new job opportunity with [*Company\_name*]?

Hi [*Candidate\_Name*],

I am [*your name*], [*your job\_title*] at [*Company\_name*]. We met [*e.g. recently / around 2 months ago*], when you applied for the [*Job\_title*] position. [*It’s best if you add something memorable from the last time you communicated and give a personal touch, like ‘I hope your graduation day was fun!’, ‘I remember you were looking for a new apartment at that time. How did the house hunt go?*’]

Although we decided to move forward with another candidate for the [*Job\_title*] position, due to [*You could mention exactly the reason why the were rejected, e.g. lack of experience, overqualified or strong competition*], your profile really stood out and we’ve kept you in mind for future openings. [*You could point out what you specifically liked about the candidate e.g. strong portfolio, positive interview experience or a great approach to a previous assignment*.]

We are currently looking to hire a [*Job\_title*] and we believe your skills and expertise are a better match for this role. / We are opening a new position for the [*Job\_title*] role you previously applied for and we think you could be a good fit.

Would you be available for a quick call [*include date and time or a period of time, e.g. ‘sometime this week’*] to talk about our new position? I would also be happy to coordinate via email or LinkedIn, if you prefer.

I hope you have a great day,

[*Your name*]

[*Signature*]