

New Hire Press Release Template

For executive appointments, board seats and key hires. A hire is news when it says something about where the company is going, so the template connects the person to the plan.

[Orange] fill in your details *[Grey]* write this part yourself, then delete the prompt

FOR IMMEDIATE RELEASE

[Company name] appoints [New hire's name] as [New role]

[Previous role and company] will lead [the area they own] as [Company name] [the company's next goal]

[City], **[Release date]** - **[Company name]**, *[what the company does in a few words]*, today announced the appointment of **[New hire's name]** as **[New role]**. In the role, **[New hire's name]** will *[what they will own or lead]*.

[New hire's name] joins from *[previous company]*, where *[they did what, with one concrete achievement]*. *[Earlier roles or relevant background, briefly.]*

[Why now. What is happening at company name that makes this role matter: growth, a new market, a product push.]

[Reporting line and start date, if you share them.]

"*[Why this person, specifically]*," said **[Spokesperson]**, **[Spokesperson title]** of **[Company name]**. "*[What you expect them to change]*."

"*[Why they chose company name, in their own words]*," said **[New hire's name]**. "*[What they plan to focus on first]*."

About **[Company name]**

[Company name] *[one sentence on what you do and for whom]. [One sentence of proof: founded year, customers, footprint, or a figure you can verify].* Learn more at **[Website]**.

Media contact

[Media contact name]

[Media contact email]

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When to use this template

- A new C-level or senior executive joins
- A board appointment or advisor with a notable background
- A promotion that signals a change in strategy

Headline formulas

1. **[Company name]** appoints **[New hire's name]** as **[New role]**
2. **[Company name]** names **[New hire's name]** **[New role]** to lead *[goal]*
3. Former *[previous company]* *[role]* **[New hire's name]** joins **[Company name]** as **[New role]**

Tips from the editor's desk

Make it about the company's direction

A hire on its own is a job update. Tie the appointment to a goal, such as a new market or a product push, and it becomes a business story.

Use one concrete achievement

"Over 20 years of experience" tells an editor nothing. One specific thing they built, grew or led is far more convincing.

Include a headshot

Trade and local outlets often run appointment news with a photo. Provide a high-resolution headshot they can download.

Send to trade and local press

Appointments are most often covered by industry titles and outlets near the company or the hire's home town. Target them first.

Before you send it

- | | |
|--|--|
| ☐ Headline is under 70 characters and names who did what | ☐ Names and titles are spelled correctly and approved by the people named |
| ☐ The first sentence states the news completely | ☐ Partners, investors or customers mentioned have signed off |
| ☐ Dateline has the city and the release date | ☐ Boilerplate is current, and every link works |
| ☐ Every figure is accurate and you can show where it came from | ☐ The media contact is a real person who will answer |
| ☐ Each quote adds a reason or an opinion, not a repeat of the facts | ☐ Read it aloud once. Cut anything that sounds like an ad |

Written it? Get it published.

PressHalo distributes your release to a network of real news sites, with an editor checking it before anything goes out, and a report of every placement.

presshalo.com/start