**Email subject line:** Welcoming [Employee’s name] to [team / department]

Hi all,

I’m very pleased to announce that [Employee’s name] is [transferring to Marketing to work as our new Social Media Analyst / being promoted to Senior Account Manager].

In the past [2 years], [Employee’s name] has achieved great things in [previous team/department] helping us [maintain a fully functional website / provide excellent customer support]. Now, [he/she] is going to bring [his/her] knowledge and experience to [build new mobile apps / expand our customer base through new marketing channels].

Please join me in congratulating [Employee’s name] and wishing [him/her] best luck in [his/her] new role.

Best,  
[Your name]  
[Your email signature]