**WELCOME LETTER TO STAFF**

Dear Staff:

I’d like to introduce you to our newest employee. Mike Martin has accepted our offer of employment as a marketing manager. His first day is March 1. Please join us at 4 p.m. in the main conference room for appetizers and drinks to meet Mike and welcome him to the company on his first day.

Mike has 15 years of experience in increasingly responsible roles within marketing at several companies. In his most recent position, Mike managed marketing for **[Company Name]**. His experience is enhanced by his Bachelor’s degree in Business with a Marketing major. He is currently working on his MBA in his spare time.

As Marketing Manager, Mike is responsible for the overall leadership of the marketing department and the marketing staff. He reports to (Name and Title of Manager). Specifically, Mike will lead our efforts in these areas:

* Researching and evaluating new product opportunities, demand for potential products, and customer needs and insights.
* Overall marketing strategy and execution of plans for the existing products.
* Working with product development teams to manage new product development.
* Managing launch campaigns for new products.
* Managing distribution channels for products.
* Ensuring effective, branded marketing communications including the company website, print communication, and advertising.
* Managing the incorporation of social media channels including Facebook, Twitter, Google+, Instagram, Snapchat, LinkedIn, and Pinterest into our brand marketing.
* Managing and providing leadership and overall strategic direction for our media and marketing staff and external PR agencies.
* Measurement and analysis of the effectiveness of all marketing efforts.

Mike will work closely with the product development teams. His office is (Location).

Thanks for joining me in welcoming Mike to the team.

Regards,

Carter Lee

Department Manager