

Letter of Introduction for a New Employee

TO ALL STAFF MEMBERS

I'd like to introduce you to our newest employee, John McFee, who has accepted our offer of employment as marketing manager. He will take over from Mr. Brownlow who had to leave due to unexpected personal circumstances. John will be joining us on 1 July, and we will soon schedule a meeting with him and all of you, so you get to know each other better. In the meanwhile, make him feel welcome and feel free to have a chat with him.

John has a Bachelor's degree in Business with marketing as a major and economics as a minor. He is currently working on his MBA in his free time – his philosophy is that no-one should ever stop learning. John has won two regional awards for most creative marketing strategies and is well known in the industry for his innovative approach.

As the marketing manager, John will be responsible for the overall leadership of the marketing department. He will lead efforts in various areas such as:

- Overall marketing strategies and execution of plans for existing products.
- Ensuring effective brand marketing communications.
- Managing the incorporation of social media strategies into brand marketing.
- Identifying and evaluating new product opportunities.
- Working with product development teams to manage the development of new products.
- Managing campaigns to launch new products.
- Managing distribution channels for new products.
- Providing leadership and strategic direction for media and marketing staff as well as external PR agencies.
- Managing measurement and analysis of marketing efforts.

John will take over Mr. Brownlow's office on the second floor and I am confident that he will make a seamless transition and enjoy full co-operation from all team members. We look forward to hearing his innovative ideas and experiencing his energy and enthusiasm for new products.

Thanks for joining me in welcoming John to the team.

Mike Bailey
Marketing Director