



# Email Language

The following slide outlines potential language that employees can use when writing an email to connect with potential CBP job candidates.



## Email

### Tone & Style

Provide maximum information that the candidate can refer to. Include text, links, and visual attachments

### Content

Themed Paragraphs that provide the candidate context and personal experience to humanize the message

### Post Details

Optimal Attachment Size  
• Files up to 10MB  
Length  
• Customizable by employee depending on relationship

Dear (Recipient),

### Introduction:

*\*Personal greeting to the recipient*

*U.S. Customs and Border Protection (CBP) is recruiting to fill frontline and non-frontline positions nation-wide. CBP looks for highly motivated and diverse individuals who are up to the challenge of securing our nation's borders and beyond. A job at Customs and Border Protection could truly mean hundreds of different occupations that are geared towards maximizing the strengths of each candidate that chooses to join. No two employees have the same CBP experience exemplifying the dynamic nature of the workforce and opportunities.*

### Body:

*\*Make the second paragraph personal to you or to the person that you are writing to. How you have benefitted at CBP or how you see them finding success at CBP. Curtailing the email to the one receiving it is crucial in fostering an effective employee recruiter relationship.*

### Closing:

*Here are some (upcoming recruitment events / open job positions) at CBP and below are links to information and videos regarding the hiring process and life at CBP. Please reach out with any questions you may have or visit <https://careers.cbp.gov>*

## Potential Email Attachments

### Open Roles and Upcoming Events Materials

Materials that provide candidates with the current needs of CBP and opportunities for them to get connected

### The Hiring Process Video Series

A [comprehensive video series](#) that can familiarize the candidate with what to expect in the Hiring Process

### Component Flyers and Job Specific Materials

Flyers that provide information on specific CBP components and the type of work each of them accomplish