



## Instructions

- Use the text provided below to re-introduce Careershift or share it for the first time
- You can use this text as part of a newsletter, in the body of an email, for a LinkedIn post, or anywhere you post messaging to your job seekers
- There are two versions, one longform and one that is more condensed
- Use the corresponding image included (General Careershift Intro Image) for a nice visual component

## Long form

### **Subject: Your job search just got a major upgrade**

Whether you've been using Careershift for months or haven't tried it yet, now is the perfect time to log in, because the platform just got a significant refresh and it's better than ever.

### **What is Careershift?**

Careershift is a powerful job search and career research tool available to you free through **[INSERT NAME OF CAREER CENTER HERE]**.

In one place, you can:

- **Search 10M+ jobs** aggregated from every major job board and individual company career pages
- **Browse 270M+ contacts** to access the 70% of jobs that are never publicly posted — and find the right person to reach out to at any company
- **Research 653K+ employers** to see what they pay, whether they're growing, and if they're actively hiring

Think of it as the behind-the-scenes database that powers smarter, more strategic job searches; less scrolling through Indeed and 10+ other job boards, more finding the right people at the right companies.



## What's new this spring?

The Careershift team just rolled out a refreshed experience with a personalized dashboard that picks up where you left off, simpler navigation, and a consistent search pattern across jobs, contacts, and company research — calmer, clearer, and faster.

## Ready to get started?

Stop by the **[INSERT NAME OF CAREER CENTER HERE]**! We'd love to walk you through it and get you set up. Alternately, head directly to our page and sign up for free today:

👉 **[INSERT BRANDED LANDING PAGE URL]**

Your next opportunity is out there. Careershift helps you find the people and companies that will get you there.

## Condensed

Whether you've been using Careershift for months or haven't tried it yet, now is the perfect time to log in. Careershift is a free job search and career research tool available to you through **[INSERT NAME OF CAREER CENTER HERE]** — search 10M+ jobs aggregated from every major job board and individual company career pages, find 270M+ professional contacts, and research companies to see who's actually hiring. This spring, the platform got a major refresh. Stop by the Career Center to get set up, or sign up free today at **[INSERT BRANDED LANDING PAGE URL]**.