

[Your Name]
[Current Job Title]
[Current Department]
[Date]

[Hiring Manager Name]
[Target Department]
[Company Name]

RE: Application for [Target PR Position Title]

Dear [Hiring Manager Name],

Please accept this letter as a formal expression of my interest in the [Target PR Position Title] position within the [Target Department] team. Having spent the past [Number] years/months within the [Current Department], I have developed a deep understanding of [Company Name]'s brand voice and organizational goals. I am now eager to leverage my communications expertise to drive success for [Target Department/Specific Project].

During my tenure in [Current Department], I have successfully [Key Achievement, e.g., managed internal communications for X]. This experience has provided me with a unique perspective on our internal stakeholders, which I believe is critical for the [Target Position] role. My familiarity with our existing media relationships and internal workflows will allow me to transition seamlessly and deliver immediate results in [Specific PR Function, e.g., crisis management or media relations].

I am particularly drawn to this role because of [Specific Reason related to the new team/role]. My proven track record in [PR Skill, e.g., strategic storytelling or campaign analysis] aligns with your current objective to [Specific Team Goal]. Because I am already integrated into the company culture, I can focus entirely on advancing our external narrative and strengthening [Company Name]'s reputation from day one.

Thank you for considering my internal application. I look forward to the possibility of discussing how my institutional knowledge and PR background can support the [Target Department]'s upcoming initiatives.

Sincerely,

[Your Name]