

To: [Hiring Manager Name]

From: [Your Name]

Current Role: [Your Current Job Title]

Date: [Current Date]

Subject: Internal Application for Senior Public Relations Manager - [Department Name]

Dear [Hiring Manager Name],

Please accept this formal expression of interest for the Senior Public Relations Manager position within the [Target Department] team. Having spent the past [Number] years as [Current Title] within [Current Department], I have developed a deep understanding of [Company Name]'s brand voice, corporate values, and strategic goals. I am now eager to apply my internal institutional knowledge and PR expertise to drive impactful communication strategies for this specific division.

During my tenure in [Current Department], I have achieved several key milestones that align with the requirements of this senior role:

- [Key Achievement 1: e.g., Led a successful campaign that increased brand sentiment by X%].
- [Key Achievement 2: e.g., Managed crisis communications for a major product launch or corporate event].
- [Key Achievement 3: e.g., Developed strong relationships with Tier-1 media outlets and internal stakeholders].

My familiarity with our internal workflows, cross-functional teams, and long-term business objectives allows me to transition into this role with minimal ramp-up time. I am particularly excited about the opportunity to [mention a specific goal of the new department, e.g., expand our global footprint or launch the new sustainability initiative] and believe my background in [specific PR skill] will be a significant asset to your team.

I would appreciate the opportunity to discuss how my internal experience and vision for the Senior Public Relations Manager role can contribute to the continued success of the [Target Department]. Thank you for your time and consideration.

Sincerely,

[Your Name]

[Your Employee ID / Contact Information]