

## EMPLOYER TEMPLATES

# The Candidate *Communication Kit*

Geo-flexible candidates have been ghosted more than anyone: they apply across borders to companies they cannot visit and hear nothing. Every message they should get from you, written, with the cadence that earns a public Responsive badge.

## WHAT'S INSIDE

- The five-day rule and the badge it earns
- Eight messages, ready to send
- Writing across timezones and cultures
- The cadence sheet per requisition
- What to say when the answer is no
- Measuring it

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[enroutejobs.com/publications](https://enroutejobs.com/publications)

## Responsiveness is a recruiting advantage, and it is measured

EnRoute tracks how quickly employers review applications and, once there is enough data, shows a public "Responsive" or "Highly responsive" badge on the company's listings with the typical days to review. Low responsiveness is never shown; the absence of the badge is enough. Candidates notice, and they talk to each other.

The badge is earned by a habit, not a tool: every application gets a human response within five working days, every interviewed candidate hears the outcome, and every promised date is kept or replaced before it passes. The messages below make that habit cheap. Copy them into your ATS or your drafts folder, fill in the brackets, and send.

### THE FIVE-DAY RULE

Within five working days of any application: advance, decline, or a dated "still reviewing". Within 48 hours of any interview: a next step or a decline. Never a promised date that passes silently.

## Acknowledgement (within 24 hours, automatic is fine)

Subject: We received your application for [role]

Hi [name],

Thanks for applying for the [role] at [company]. A person on our team will read your application within five working days and you will hear from us either way. If we move forward, the first step is a 30-minute video call; we schedule it in your timezone.

In the meantime, here is how we work: [one line on remote policy, overlap, employment type]. If that does not suit, no hard feelings; tell us and we will close the loop.

[Name], [title]

## Screen invite, across timezones

Subject: [Company] × [name]: a 30-minute call

Hi [name],

We would like to talk. It is a 30-minute video call with [interviewer, title], about your experience and how we work, plus your questions.

You are in [their city], we think; these slots are in **your** time: [three options, with the UTC equivalent]. If none work, send two that do and we will fit around you. The link and what to expect are at [link]. No preparation needed beyond having your location and work-authorisation situation ready to describe, since that is where most remote conversations start.

[Name]

## Decline after screening

Subject: Your application for [role]

Hi [name],

Thank you for applying. We read your application carefully and we are not taking it further this time. [One honest, specific line: the role needs three years in X; we are only able to employ in Y this year; we filled it from an earlier round.]

We would like to see you apply again: [role type] roles open here [cadence], and your background in [X] fits them. Nothing about this decision closes that door.

[Name]

## Decline after interview

Subject: Following up on your interviews for [role]

Hi [name],

Thank you for the time you gave us over [n] rounds. We have decided to offer the role to another candidate. That was a close call, and it turned on [one specific, useful thing: depth in X; more experience with a distributed team; overlap with our core hours].

If you would like fifteen minutes of feedback on the interviews, I will make the time; reply and suggest a slot in your timezone. And if [related role] opens, we will contact you first, unless you tell us not to.

[Name]

### Keep-warm (a decision is taking longer than promised)

Subject: [Role]: where things stand

Hi [name],

I said you would hear by [date] and you have not, so here is where we are: [true reason: we added a final round; the hiring manager is out; budget sign-off is slower than expected]. The new date is [date]. If that changes again I will tell you before it passes.

If you have another offer with a deadline, tell me the date and I will do what I can.

[Name]

### Offer

Subject: Offer: [role] at [company]

Hi [name],

We would like you to join us as [role]. The written offer is attached; the headlines:

- Employment: [employee via our entity in X / via an employer of record in X / contractor], [full-time], starting [date].
- Pay: [amount] per [year/month] in [currency], [location-adjusted band for X / single global rate], reviewed [when].
- Location: based in [country/region]; [temporary work from elsewhere policy].
- Hours: [overlap hours] with [zone]; otherwise your own.
- [Benefits, leave, equipment, retreats.]
- [Sponsorship and relocation, if any; conditional on visa approval.]

Take until [date, a week or more] and ask anything. [Name] will call you [day] in your timezone to walk through it.

[Name]

### Sponsorship and relocation update (every two weeks, even with no news)

Subject: Your visa: week [n]

Hi [name],

Update on the [visa class]: [we filed on date / the application is with the authority / counsel needs X from you by Y]. Typical processing is [n] weeks and we are at week [n]; no decision yet is normal at this point. Next thing that happens: [step], and I will write the moment it does.

Relocation: [flights / temporary housing / allowance] is [booked / ready to book once the visa is approved]. Your contact for all of this is me; reply to anything within two working days is my commitment.

[Name]

### Reference request (to the candidate's referee)

Subject: Reference for [candidate], [role] at [company]

Hi [referee],

[Candidate] has given your name as a reference for a remote [role] with us. Could we have fifteen minutes by phone or video this week? The questions are about how they worked at a distance: how you knew the work was happening, how they handled being blocked across timezones, and whether you would hire them again for a remote role.

Suggest a time in your timezone and I will fit around it.

[Name]

## 02

## Writing across timezones and cultures

| HABIT                                                         | WHY                                                                                                        |
|---------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| Give times in the candidate's zone first, with UTC alongside  | A slot in your time is arithmetic for them; arithmetic errors cost interviews.                             |
| Offer three slots and invite two back                         | Removes the round-trip that costs a day per timezone gap.                                                  |
| Name the interviewer and the format                           | Candidates from some cultures will not ask; tell them.                                                     |
| Say what a "yes" and a "no" will look like, and when          | Silence is read differently across cultures; a stated date is read the same everywhere.                    |
| Write short sentences in plain English                        | Many candidates read English as a second language; idiom and irony do not travel.                          |
| State employment type and location terms in the first message | It is the first question a geo-flexible candidate has; answering it early removes the withdrawal at offer. |
| Send at the start of their working day                        | Schedule it. A message that lands at their 2am is a message that waits, and reads as an afterthought.      |

03

The cadence sheet

One per requisition. Fill in the dates as you go; the gaps are the ghosting.

Role

Owner of candidate communication

| CANDIDATE | APPLIED | ACK SENT | REVIEWED | OUTCOME SENT | LAST PROMISED DATE | KEPT? |
|-----------|---------|----------|----------|--------------|--------------------|-------|
|           |         |          |          |              |                    |       |
|           |         |          |          |              |                    |       |
|           |         |          |          |              |                    |       |
|           |         |          |          |              |                    |       |
|           |         |          |          |              |                    |       |
|           |         |          |          |              |                    |       |
|           |         |          |          |              |                    |       |

THE SPREADSHEET DOES THE COUNTING

The Hiring Pipeline Tracker (spreadsheet) in this library computes days to first review per candidate and the share answered within five days for any role.

## 04 What to say when the answer is no

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### Say

- One specific reason, honestly, that they could act on.
- Whether you would like them to apply again, and for what.
- An offer of feedback, if you mean it.
- Thanks for the time, proportionate to the time.

### Do not say

- "We had many strong candidates" with nothing else.
- "We will keep your CV on file" unless you have a file and a process.
- Anything about the person you hired.
- Nothing. Silence is the one thing candidates never forgive.

### ON DECLINING CANDIDATES WHO NEED SPONSORSHIP

If the reason is that you cannot sponsor, say so plainly and early; it is a fact about you, not about them, and it saves them weeks. Better still, decide before the listing goes live and fill in the sponsorship fields so those candidates self-select.

## 05 Measuring it

| MEASURE                                                 | TARGET               | THIS QUARTER |
|---------------------------------------------------------|----------------------|--------------|
| Applications answered within 5 working days             | 95%+                 |              |
| Interviewed candidates told the outcome within 48 hours | 100%                 |              |
| Promised dates kept or replaced before they passed      | 100%                 |              |
| Median days to first review                             | under 3              |              |
| EnRoute responsiveness badge                            | Responsive or better |              |



## EnRoute Jobs

# Earn the badge.

EnRoute measures time to first review on every listing and shows a public Responsive badge once the data is there. The templates here are how employers get it.

POST A JOB

[enroutejobs.com/employers](https://enroutejobs.com/employers)

EMPLOYER RESOURCES

[enroutejobs.com/employer/resources](https://enroutejobs.com/employer/resources)

PRICING

[enroutejobs.com/employers#pricing](https://enroutejobs.com/employers#pricing)

### MORE FROM THE LIBRARY

- The Hiring Pipeline Tracker (PDF and spreadsheet)
- The Remote Interview Scorecard Kit
- The Visa Sponsorship Employer Checklist
- The Geo-Flexible Hiring Playbook
- The 90-Day Remote Onboarding Plan

All at [enroutejobs.com/publications](https://enroutejobs.com/publications)

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