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Ph.Creative is immediately pledging $7M (£5.6M) in the form of 100% grants for the design and development of career websites and 50% match funding for strategic employer branding work. The hope of the initiative is to contribute towards and accelerate the successful hiring of at least 1,000,000 people, spanning across the USA and UK, in the next 6 months.

Bryan Adams, CEO and founder of Ph.Creative and international best selling co-author of "Give and Get Employer Branding", can see the challenge that lies ahead very clearly.

"It's been tough watching the two countries I call home lay off millions of people in a matter of weeks. And when we as a society start emerging on the other side of the COVID-19 pandemic, looking ahead at some economic recovery models, it's going to be challenging for organizations to refill these roles as they look to rebuild with the same calibre of talent and the new skill sets needed for success.

The world is about to face the biggest talent Rubik's cube ever. Undoubtedly, there is a lot of talent in the marketplace, but how to find the right talent that can help move an organization forward will be the new challenge. It's never been more important to get people back to work, and not just to any job, but to a job they love. Many organizations simply don't have the right tools in place to effectively attract and engage the candidates needed to fill these roles quickly at scale."

Jim Taylor, Managing Director of the Ph.Digital division, explains why "defending happiness" is more important now than ever before.

"We've been supporting our communities individually, but we wanted a way to share what we do with the larger global community. We call ourselves 'The Defenders of Happiness' at Ph.Creative. But happiness is not purely pleasure – it can be victory too, and we all have to work together now more than ever before. We know our corporate friends are hurting; many of our friends and family are out of work too. So now seems like the right time to step up and to be a real partner to the community in this hour of need. We want to use out expertise to help get people – and companies – back on their feet."

The website offer has a fully inclusive value of over $140k per client, made up of award-winning creative services, development and integration, enterprise-level CMS technology, internal job boards, and ATS/CRM integration. "The only thing we can't give away for free," continues Adams, "is the hosting, maintenance and support, because of the on-going commitment issues and legal obligations".

Ph.Creative's Chief People Officer, Cher Murphy, added: "We are in awe of how our global communities have come together during this unprecedented time to fight the deadly threat to our health posed by COVID-19. While health remains our main priority, companies are beginning to plan what's next from this WFH environment. It's time to take action and be ready as we enter the "New Normal".

Ph.Creative, renowned for its employer brand strategy and creative design, is offering a serious competitive advantage for all organizations that qualify. With global clients including VF Corp, Virgin, Continental, GVC, DAZN, and King Games, the defenders of happiness are perfectly positioned to add significant value in the race to get the UK and USA back to work.

Adams, who divides his time between San Diego and Liverpool, England, believes that all the funding will be allocated in the next 30 days to those with the biggest need and an opportunity to make a big impact on society. And who stands to benefit? "We would like to help support the hospitality, travel, and retail industry, along with sectors that are currently having to hire thousands that are supporting the economy in health care, grocery chains and tele-working platforms".

Work will be scheduled immediately to help US and UK organizations be prepared for the inevitable hiring push that could start to build as early as June/July.

The application process will be open until 5 pm (PT), 1 May 2020.

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About Ph.Creative:

Ph.Creative are recognized as one of the leading boutique employer brand agencies in the world. Ph. specializes in building world-class employer brand, talent attraction and engagement strategies for a wide range of companies, including American Airlines, Blizzard Entertainment and Nordstrom.

They are the pioneers behind proving the value of candidate experience through their work with Virgin Media. The work found that poor candidate experience was costing the company £4.4 million a year in lost customer revenue due to candidates who were also customers quitting, and then moving to a rival service.

www.ph-creative.com

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