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For those students who have attended the Part-Time Job Fair year after year without any luck, their only chance at a job may be to go about their regular lives and hope that somebody recruits them.

This may not be as unlikely as it sounds.

Kerry Hodge dressed up in dark jeans and a classic button-down Hollister shirt, optimistic that it would be the night that one of the managers from Hollister will recruit him while he is out at the bars.

“I’m not lazy. I went to the Part-Time Job Fair the past two years and applied for jobs and never got positions,” Hodge said. “I just felt that it was time to take on a new approach.”

The Career Resource Center and Student Financial Affairs host the Part-Time Job Fair, which is open to all UF students and alumni. This year, on Thursday, July 12, it will be held at the Reitz Union Colonnade from 10 a.m. to 2 p.m.

Hodge was recruited to work at Hollister Co. at the Oaks Mall, 6419 Newberry Road, while out at Mother’s Pub & Grill, located at 1017 W. University Ave., in midtown.

One of the managers in training at Hollister, Heather Curry, said that he always carries recruitment cards around with her. She keeps them in her car and in her satchel.

“This week, I have really been making the effort to attend all of the pool parties hosted by the local apartments geared toward college students,” Curry said. “Two of the main things that I look for in a potential employee are that he or she has a nice body and actually has a life. We want to see students out and about, students who do more than look at a screen all day. So that’s why the pool parties were a great place for me to start looking.”

Impact manager, Leah Booth never sets aside a specific time for recruiting, unlike her coworker Curry.

“I have a life. I go to pools and midtown and I walk around UF a lot just because I like to do those things. I don’t go out of my way,” Booth said. “If I happen to stumble upon somebody attractive who I can see as a potential employee, I talk to them for five minutes, hand them a card and give them a follow-up call in a few days. That’s just so that I don’t waste easy opportunities.”

The other manager in training at Hollister, Cayla Williams, takes on a different approach. “I have an entire calendar devoted to places that I will go each day to recruit. I plan on going to events like talent shows, Gator Mania and Gator Nights,” Williams said. “I really try to keep it innocent. Also, I love diversity in the work place so that we get to work with people with a bunch of different interests.”

Visual manager, Dustin Thomas, said, “It doesn’t even matter if they have had previous work experience. The job position title that I recruit most is called a ‘model.’ Those are the ones that are paid to stand on the floor and look pretty. They are the ones selling our brand, so they have to look good. I recruit anyone who I think is pretty enough to date or even be seen with me – that’s my criteria.”

The store manager of Hollister at the Oaks Mall is Larry Stoner. “Recruiting is probably the part of my job that I take most seriously,” Stoner said. “That’s how you make it or break it with this company.”

Stoner said he personally recruits about one to two people a day, just by talking to customers in the store. However, only one to two of those recruits per week become actual newly hired employees.

In order to advance within the company, the store manager must successfully recruit two potential managers and train them, according to Stoner.

“If I want to succeed, I need the best recruits. So, I have tougher criteria,” Stoner said.

He would like his recruits to be able to stand out within a crowd of people, be able to command a room, have great leadership skills, have the drive to be successful, be loud and, most importantly, have a sense of style and be good looking. “These will be the people to represent the brand, even outside of work,” Stoner said.

“This is a job where one must be constantly judging people on their looks. So, you probably would need to be a bit shallow for this job to suit you,” Stoner said. “You also have to be very confident in your sexuality, because you will be judging both genders based upon appearance.”

The two main aspects that girls will be judged upon physically are their weight and hair. For males, their bone structure, body build and height are more important. For both genders, a minimal amount of acne is tolerated, Stoner said.

“This is the harsh reality of the recruitment process for models and future managers,” the store manager said. “For the impact position, the ones who work in the back behind the scenes, the process is a bit smoother. We just need them to be organized, but they can be introverted and don’t have to be as physically appealing.”

After being recruited and hired by the company, Hodge realize just how shallow it really is. “I don’t know how long I will be able to handle this. It’s crazy how much they really focus on appearance,” Hodge said. “Many times it’s very hurtful to even be called an ‘impactor’ because you feel as though you are inferior because of your looks.”

“I love that I have a job now, it’s just that knowing all of the behind-the-scenes information is kind of making this job not worth it,” Hodge said. “Maybe I’ll go back and check out that Part-Time Job Fair again.”

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