

CANNABIS JOB BOARD UPDATE

Thank you for supporting our virtual initiative for Cannabis Jobs. Over 200 people applied for opportunities in cannabis through our website. However, we are not able to accurately report outcomes for job placement given the timeframe and current job listing method. Our goal was to understand the needs for this community. Below are our findings and suggestions.

WHAT WE LEARNED

Cannabis and Reform

The majority of people looking to work in the cannabis industry had a serious interest in community engagement. This indicates companies should focus on reform and social equity initiatives as a pipeline to attract diverse talent.

Opportunities for Growth

Many people, including those with convictions are seeking opportunities to grow with a company that offers an accommodating culture. There is also a need for cannabis companies to better understand the legacy market and culture to support bridging gaps in the industry.

More Personable Recruiting

While many companies opted to provide a list of jobs, respondents would benefit from have a more personalized approach to their job search that includes more comprehensive information on each company, plus opportunities to ask questions, understand company culture and find the perfect match in a non-traditional sense.

MOVING FORWARD

Cannabis companies should not follow existing recruitment frameworks. Instead, to attract diverse and qualified talent, cannabis companies should provide a more personalized option to recruit and onboard talent. This community could benefit from a dedicated cannabis job dashboard.

WORKFORCE EDUCATION

37% of respondents graduated from college or earned an undergraduate degree

24% of respondents did not have a formal college degree

MOST DESIRABLE ROLES

-  Community Relations and Reform
-  Marketing and Advertising
-  Retail and Sales
-  Social Media
-  Supply Chain
-  Cultivation
-  Technology
-  Government and Policy

CANDIDATES WANT

Candidates in the cannabis industry are looking to focus on work life balance, opportunities for upward mobility and a culture that is inclusive.

- Opportunities for Growth
- Workplace Culture
- Work-Life Balance

CONTACT US:

Jessica Couch
Jess@fayettevilleroad.com
Brittany Hicks
Britt@fayettevilleroad.com

THANK YOU TO OUR SPONSORS

