

# so, you wanna break into the cannabis industry?

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It's not as intimidating as it sounds — all it takes is a little research and dash of determination. Just like any other industry, what matters most is your passion for the product and drive to get things done.

If you really want to break into the cannabis industry, you can do it — just like so many people before you. To get a head start, follow our four tips below based on a blog post by cannabis industry research and networking site, vangst.com.



## DO YOUR RESEARCH.

Learning everything you can about the industry will show any employer that you're serious and ready to jump in. Some important points to keep in mind are cannabis legislation and legalization at the state level, as well as commonly used terms in the cannabis industry vernacular. Break out the flash cards and get to studying!



## NETWORKING MATTERS...

Like getting hired in any industry that's built on the foundation of close relationships, the cannabis industry relies heavily on who you know and how you know them. Luckily, its fast-growing nature means more people are jumping into this area of work now more than ever. Don't be afraid to extend that olive branch and make new friends.



## BUT EXPERIENCE DOESN'T.

Having past experience in the cannabis industry on your resume isn't nearly as important as showing the passion and drive you have for this kind of work to your potential employer. And remember, this industry has only been around for about a decade, so odds are the person sitting across from you in that interview is pretty new to this whole deal, too.



## KEEP YOURSELF UP-TO-DATE.

In an industry that changes more than a chameleon in a patterned fabric store, it's important to stay up-to-date on the latest cannabis insights, trends and happenings. Signing up for newsletters and setting social media notifications for your favorite cannabis companies and brands are great ways to stay in the loop!

## frequently asked questions

### Do I need to be a consumer to work with cannabis?

Nope! In fact, plenty of people who work with cannabis don't partake. As long as you are passionate about the product and understand the nuances of the cannabis industry, (this is where research comes in handy!) you're well on your way to finding a job in the cannabis realm.

### What are the differences between working in cannabis versus another industry?

While many traditional industries have been established for quite some time, the cannabis industry is fairly new, so it's rapidly growing and constantly changing. That being said, it's also very laid-back (experts say you don't want to walk into an interview wearing a suit and tie). Oh, and interpersonal relationships are key (helloooo, networking!)

### What kind of skills are employers looking for?

It depends on the type of job you're applying to, but there are certain skills that apply to most cannabis careers: experience working within a regulated industry, sales and retail know-how, the ability to self-teach, aptitude for working in a team-environment, and flexibility due to the industry's fast-paced and ever-changing nature.

### How do I find companies that are hiring near me?

First, curate a list of the top five cannabis companies you'd like to work for and do your research on their work culture and mission. Reach out to the recruiters of your top five via cannabis-focused networking websites. It's always a good idea to go into this process with an idea of what realm(s) you'd like to work in so you can discuss it with the recruiters. Even if you don't land a job now, they might think of you in the future!

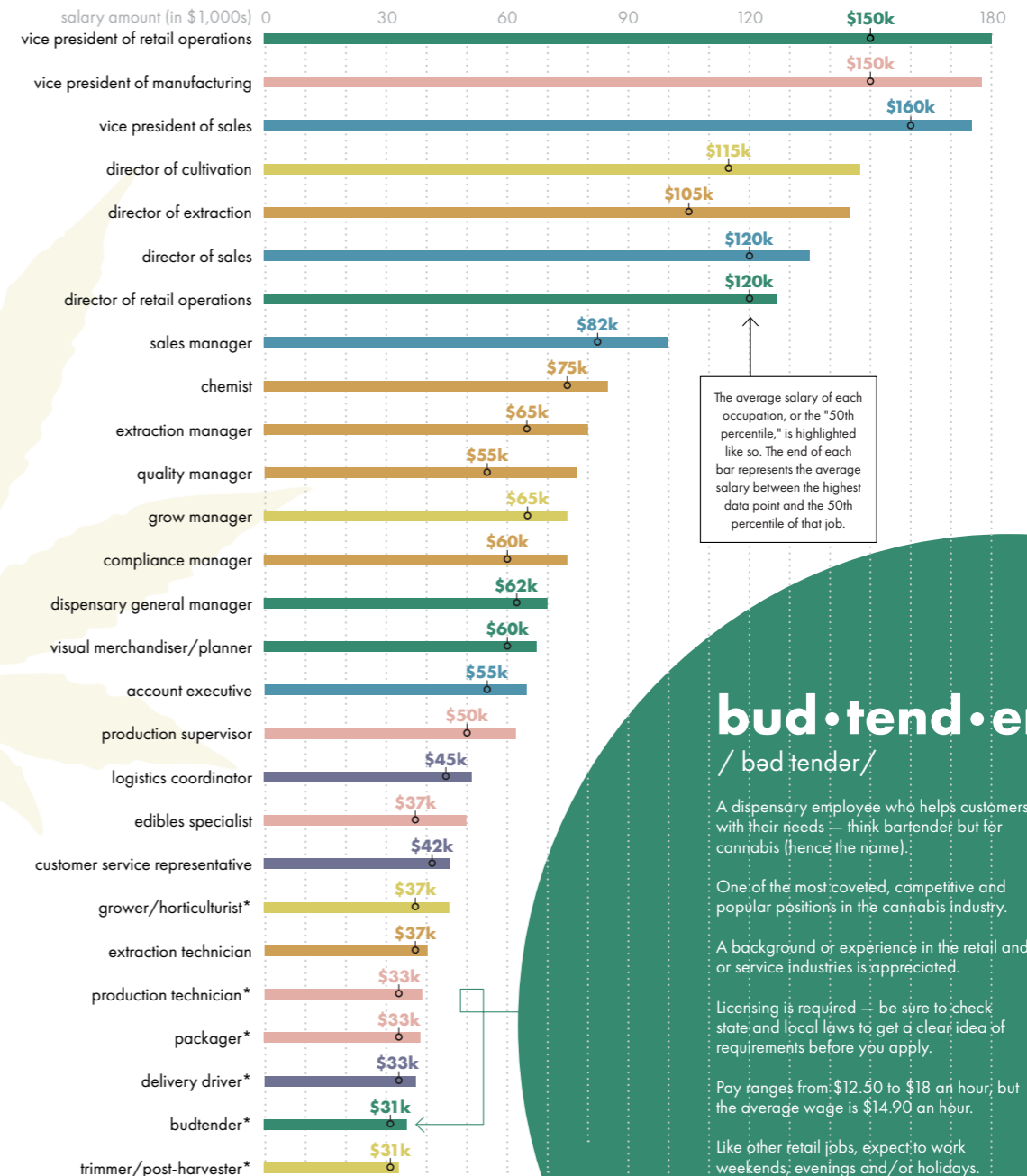
SOURCES. vangst.com; vangst 2020 report; cannabis industry salary guide

## but, how well does it pay?

RETAIL • CULTIVATION • LAB/EXTRACTION • MANUFACTURING • SALES • DELIVERY

Just like any other industry, careers in cannabis vary widely — and so does the pay. A 2020 report by Vangst, a cannabis-centered hiring site, outlines six sectors of the cannabis industry:

retail, cultivation, lab/extraction, manufacturing, sales, and delivery. The report includes salaries for several occupations within each sector, which are visualized by the bars below.



## bud•tend•er

/ bəd tendər /

A dispensary employee who helps customers with their needs — think bartender but for cannabis (hence the name).

One of the most coveted, competitive and popular positions in the cannabis industry.

A background or experience in the retail and/or service industries is appreciated.

Licensing is required — be sure to check state and local laws to get a clear idea of requirements before you apply.

Pay ranges from \$12.50 to \$18 an hour, but the average wage is \$14.90 an hour.

Like other retail jobs, expect to work weekends, evenings and/or holidays.