

The Revolution is Hiring



THC STAFFING GROUP



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JULY 2018

ABOUT THC STAFFING GROUP

THC STAFFING GROUP is an organization dedicated to closing the gap between America's rapidly growing cannabis industry and diverse, qualified employment candidates. The organization was founded by best friends and seasoned activists, Shaleen Title and Danielle Schumacher, when they combined their dedication to smart drug policy with their desire to foster the development of a fair, robust and legal cannabis industry.

After meeting as roommates, Shaleen & Danielle realized they shared a similar vision of ending the drug war and legalizing cannabis. They co-founded the University of Illinois chapter of Students for Sensible Drug Policy. Today, the founders of THC Staffing Group have over 30 combined years of experience as activists, consultants, and recruiters for the legal cannabis movement and industry.

Shaleen Title left THC Staffing Group in 2017 after her appointment to Massachusetts' newly formed Cannabis Control Commission. Danielle continues as President & CEO and will continue THC Staffing Group's mission of connecting diverse cross-sections of America's population with employment opportunities in the industry.

A MESSAGE

We are excited to share our Cannabis Salary Survey Summary. As the cannabis industry continues to grow, we are committed to connecting a diverse set of smart and passionate candidates to exciting positions across the country. Our hope is that this summary will help people seeking work in the cannabis industry make informed decisions and guide employers in finding and retaining talent.

We want to thank everyone who took the survey or referred someone to take the survey. We have given a small token of appreciation to Leafly, who referred the most survey takers! And remember, whether you are looking for a new hire, or looking for a new job opportunity, working with THC Staffing Group is always a great investment.

Special thanks to Tiffany Hogan for conceiving of this project and writing the survey.



SINCERELY,

DANIELLE SCHUMACHER

PRESIDENT & CEO, THC STAFFING GROUP

DEMOGRAPHICS

The booming cannabis industry is projected to create more jobs than manufacturing. From cultivation to ancillary services, the types of jobs in the cannabis industry are extensive. However the lack of information about its employees and the unavailability of salary and wage data hurt both employers and job seekers. Companies have a difficult time offering competitive compensation and employees miss out on negotiations and pay when they do not have a basis for comparison.

Through the survey, we collected salary and wage information across many business types and job functions in the industry. The data collected is intended to help both employers and workers calibrate their expectations and practices when it comes to pay and offer insights about cannabis industry employment.

We also interviewed Lauren and Calvin who worked directly with THC Staffing Group and have successfully entered the cannabis industry. Lauren is a marketing communications manager for one of the oldest dispensaries and Calvin is the team lead in the packaging department for a well-known extraction company. We asked them about their experiences and share glimpses of their stories to provide additional context. We hope their experiences will give additional insights to job seekers and employers.

There were 252 survey respondents from across the United States. 93% of the respondents currently work in the cannabis industry in various sectors including cultivation, law and compliance, dispensaries, and marketing.

SEX AND/OR GENDER IDENTITY

SEX/GENDER IDENTITY	PERCENT OF RESPONDENTS
Male	52%
Female	47%
Other	1%

Unlike other major industries, women comprise a substantial proportion of the people shaping and leading the cannabis industry. The results from this survey support the notion, with almost half of respondents identifying as female.

RACE AND/OR ETHNICITY

RACE/ETHNICITY	PERCENT OF RESPONDENTS
White	73%
Hispanic/Latinx	7%
Black/African American	7%
Multiracial	6%
Asian/ Asian American	3%
Native American/ Alaska Native	1%
Arab American	1%

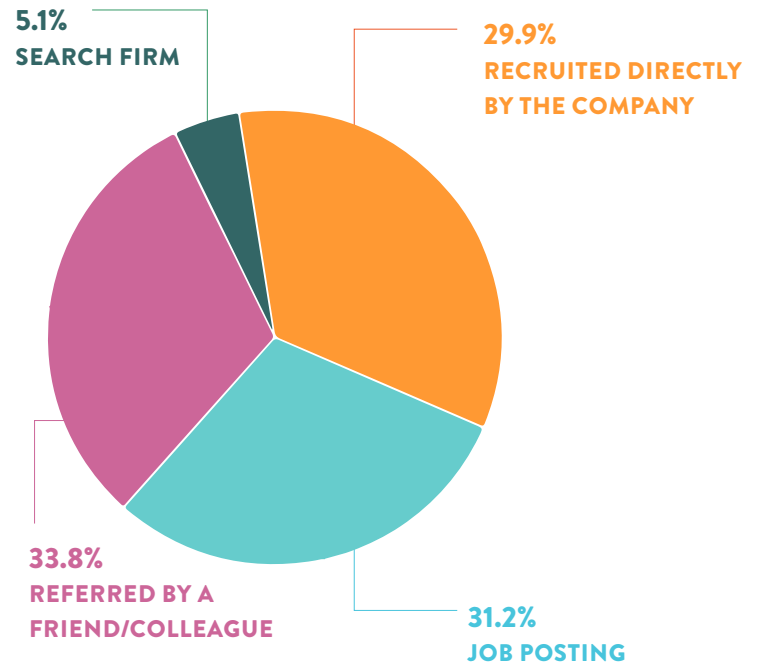
73% of survey respondents identified as white. There is no national level statistical data to compare this with, but we know that the war on drugs has disproportionately damaged black and brown communities. And while some states and cities are working on equitable regulations, the large-scale networking events are overwhelmingly white (and male).

This response illustrates that we have a lot more work to do to make this industry inclusive.

SOURCE OF EMPLOYMENT OPPORTUNITY

About 33.8% of respondents shared that they learned about the opportunity through a friend or colleague. Only 5% worked with a search firm.

Calvin noticed that many of the team members at his company were friends or family of higher-level executives. To that, he thoughtfully shared, “having your friends and family members work for you is fantastic, but they may not be the best to have in various roles. Understanding this is key for business in this industry to be successful.”

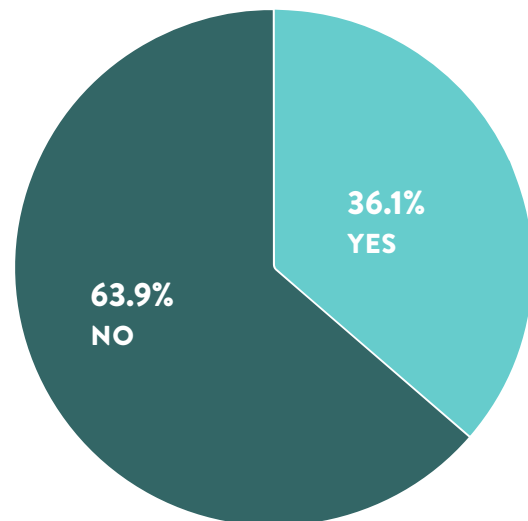


NEGOTIATIONS

Negotiations can be intimidating for many people. More than two-thirds did not negotiate!

SOME OF THE REASONS FOR NOT NEGOTIATING INCLUDE:

- It did not occur for me to negotiate
- I did not want to damage the relationship or future opportunities for negotiation
- I was already satisfied with what was being offered
- In this case, the compensation packages are standard
- The market did not afford me the leverage or power to negotiate



COMPENSATION

The table shows some findings of compensation by sector, function, geographic location, and education level. The discrepancies in salaries illustrate the need to create a baseline for salaries in the cannabis industry.

COMPENSATION BY SECTOR	LOW	HIGH
Dispensary	\$19,000	\$175,000
Cultivation Center	\$30,000	\$250,000
Law/Compliance	\$34,650	\$105,000
Processing/infused products	\$40,000	\$60,000
Marketing	\$33,000	\$107,000
Non-profit	\$40,000	\$45,000
Media	\$73,800	\$107,000
Education/Network	\$60,000	\$90,000
COMPENSATION BY FUNCTION	LOW	HIGH
Retail	\$32,600	\$70,000
Operations	\$24,000	\$175,000
Administration	\$26,400	\$100,000
Cultivation	\$19,000	\$250,000
Marketing	\$38,000	\$120,000
COMPENSATION BY LOCATION	LOW	HIGH
West Coast	\$24,000	\$175,000
Midwest	\$32,600	\$250,000
Northeast	\$33,000	\$150,000
Southwest	\$42,000	\$105,000
Mid-Atlantic	\$35,000	\$90,000
South	NA	NA
COMPENSATION BY EDUCATION LEVEL	LOW	HIGH
High School Diploma	\$35,000	\$52,000
Some College	\$26,400	\$100,000
College Degree	\$24,000	\$175,000
Graduate Degree	\$38,000	\$250,000

RECOMMENDATIONS

FOR PROSPECTIVE EMPLOYEES

VALUES

“Do your research. Know who the owners are, their mission, and their values. Be honest about what you want in this industry.” **CALVIN**

“I think it’s important to highlight your skills that you bring. And be prepared to negotiate for a salary that represents your values.”

LAUREN

SALARIES, WAGES, AND NEGOTIATIONS

“You can be creative with your negotiation, maybe more vacation time or bonus structure to offset the lower compensation.” **LAUREN**

“Understand that wages and pay may not be the biggest factor for you individually. If wages is a priority, push for that; find a position that will do that for you. Be patient.” **CALVIN**

BANKING

“Know that there are issues such as banking and not being able to write off things that other companies can.” **LAUREN**

FOR EMPLOYERS

VALUES

“Diversity is important. Communication skills are important. Identify people who are in it for the right reasons.” **LAUREN**

“Having your friends and family members work for you is fantastic, but they may not be the best to have in various roles. Understanding this is key for businesses in this industry to be successful.” **CALVIN**

SALARIES, WAGES, AND NEGOTIATIONS

“People who are in it for the money or don’t want to learn or respect the history will not be a good fit. Look for people who have problem solving skills and who can communicate and work together.” **LAUREN**

“Pay people. Talent costs, and it’s worth the investment. If you want to have longevity, you have to make an investment.” **CALVIN**

BANKING

Almost all cannabis businesses have challenges with banking. However, this doesn’t mean that workers should go unpaid, underpaid, or that their wages can be delayed. Compensating with cannabis is also not allowed.



CONCLUSION & LIMITATIONS

This survey is not a research project, therefore, no correlations or relationships can be drawn. In addition, the small number of respondents, 252, cannot be used to say that these salaries are representative of the cannabis industry, hence we omitted averages. More data is needed to better understand the mean salaries by sector, function, geographic location, education level, and other important factors.

RESOURCES

Please visit the following sites for additional resources to help you in your cannabis career exploration:

How to negotiate a better salary before you take the job
leafly.com/news/industry/negotiate-better-salary-take-job

Tips to Secure your Career in Cannabis
cannabisnow.com/tips-secure-career-cannabis/

Staffing a Social Movement
cannabisnow.com/staffing-social-movement/

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