

CANNABIS INDUSTRY SALARY GUIDE 2021



GreenLeaf
University™



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GET STARTED IN CANNABIS PROFESSION

(KNOW THE INDUSTRY AND UNDERSTAND CONSUMER INSIGHTS)

It's everywhere these days — in your favorite gummies, craft cocktails, and even fast-food hamburgers. Across the United States, the cannabis industry is booming. And if you've ever been curious about what it's like to work in this field — or wondered how you can leverage your existing professional knowledge into a cannabis-related career — then look no further.

According to Hannah Rimm from [refinery29.com](https://www.refinery29.com) - Working in cannabis is lucrative, especially given how many people in this country use marijuana recreationally. Today, there are 55 million recreational marijuana users in the U.S. — and most of them are millennials. Considering stigma is decreasing and appreciation is growing for the plant's diverse uses, it's a great time to get involved.

Even though it's new, the cannabis industry is already heavily male-dominated. According to data from Vangst, just 38.5% of the total surveyed employees identify as women. Even more worrisome: 74% of the companies surveyed had ten or fewer female-identifying employees, and 12.6% of companies had zero women in a director or executive-level position. Because the market will only continue to expand (it's expected to be worth \$146.4 billion by the end of 2025), it's important to make racial and gender diversity a priority now. —

Reference link: <https://www.refinery29.com/en-us/how-to-get-a-job-in-cannabis>

- For certain, the cannabis industry can be one of the most fun businesses to work in. It's filled with quirky, independent, creative people from all walks of life who know how to relax and party. However, it's also one of the most highly regulated industries out there, and a competitive market. There are a lot of responsibilities and procedures to follow, and a regulatory mistake by one employee could get the entire business shut down. This is especially true in a dispensary.
- While you'll find plenty of flaky, crunchy employees out there, most companies are looking to hire responsible, hard-working, and knowledgeable people with strong attention to detail. A professional-looking resume tells employers that you may be who they're looking for. When you come in for an interview, dress for the job you want. You don't need a pressed button-up shirt and slacks to get hired at a dispensary, but it helps. On the business side, it's necessary. Come into the interview sober, show that you'll take the job seriously, and it'll put you far ahead of your competition.

Reference link: <https://potguide.com/blog/article/cannabis-industry-career/>

Tips: How to Write a Resume for Cannabis Industry Employment - <https://potguide.com/blog/article/how-to-write-a-resume-for-cannabis-industry-employment/>

HIRING TRENDS & JOBS IN HIGH DEMANDS

Recent report from Vangst sees that Cannabis Job Creation will increasing in the coming 4 years (2025) within company bases on the five newly legalized states: **Arizona, New Jersey, Mississippi, Montana, and South Dakota.**

10 In-Demand Cannabis Careers: Work in Cannabis

- ✓ **Director of Extraction** - A director of extraction is in charge of processing and refining active components like THC and CBD. These active components are then used to make oils, concentrates, and various forms of edibles.
- ✓ **Director of Cultivation** - Directors of cultivation should have mastery in skills like planting, cloning, crop nutrition, and pest management, as well as oversee staffing.
- ✓ **Cannabis Compliance Manager** - A cannabis compliance manager ensures that cannabis products comply with state laws and regulations, as well as health and safety standards.
- ✓ **Edibles Chef** - Edible chefs will develop unique recipes and oversee the production of edibles. Due to the potent nature of edibles, chefs must be able to create goods with precise doses of THC and CBD.
- ✓ **Dispensary Store Manager** - A dispensary store manager is in charge of all retail operations for cannabis companies. They typically oversee all daily operations of a dispensary and its inventory.
- ✓ **Budtender** - A budtender's responsibility is to recommend the best strains based on preference or medical necessities. Budtenders typically need to be familiar with point-of-sale systems to ensure all sales are properly tracked.

- ✓ **Trimmer** - One of the most common entry-level opportunities, a trimmer carefully prepares all harvested products. Trimmers cut and remove the flowers from the marijuana plant, then further manicure each bud
- ✓ **Cultivation Technicians** - Responsible for assisting with all aspects of the company's cultivation operation from seedling to harvest.
- ✓ **Sales reps** - must have strong customer service experience and be able to build and seek new relations with upcoming companies and people. One of the most important duties of a product sales rep is to create and maintain strong relationships with multiple cannabis dispensaries and distributors
- ✓ **Packagers** – Involves to meet daily productivity, quality, and compliance requirements. The Packager is expected to hand trim plants, correctly package product, and perform a variety of other duties in cure and farming as assigned.



INTERNSHIP PROGRAM

▪ **Our Internship Program:**

- ✓ We dedicated to provides learning and real-world experience to our students who were looking to grow their career towards cannabis industry. We offers a customized internship program to candidates and businesses that would effectively lead to potential future employment, increase productivity and retention, enhance perspective, staff development and advantage to a low-cost labor. At Greenleaf University, we assess student's technical and soft skillset, job matching with employer's requirements, guide on full-cycle recruitment including but not limited to candidate's assessment, interview arrangement, background checking and onboarding process stage.

▪ **Employer's benefit from an Internship Program:**

- ✓ One of the more significant advantages to providing internships is the opportunity to select and develop your future talent. You have the opportunity to evaluate and screen potential employees prior to making a full-time position offer, which leads to financial savings. Employers have reported converting more than half of eligible interns into full-time hires. If hired in a permanent position, previous interns assimilate faster to their new roles and have shorter learning curves than external hires.

▪ **Interns can:**

- ✓ Provide freedom for professional staff to pursue creative or more advanced projects.
- ✓ Increase staff retention rate.
- ✓ Assist an organization in application of the latest strategies and techniques in the field.
- ✓ Maintain connections with colleges and increase visibility on campus.
- ✓ Promote community involvement -excellent public relations tool.
- ✓ Recruit other students and generate enthusiasm.
- ✓ Creates awareness of the field for future hires.
- ✓ Giving to the community by teaching the prospective work force.

NATIONAL CANNABIS SALARY GUIDE (2021)

- **NOTE:** The figures provided below were based on various sources including vendors that uses averaged pay rates in the cannabis marketplace across USA.
- All figures indicated based on full-time/permanent annual salary

POSITION	2020			2021		
	LOW	HIGH	MEDIAN	LOW	HIGH	MEDIAN
CULTIVATION						
Director of Cultivation	\$128,000	\$250,000	\$189,000	\$131,000	\$305,000	\$219,000
Cultivation Manager	\$80,000	\$145,300	\$112,650	\$82,000	\$167,000	\$125,000
Plant Breeder	\$ 56,400	\$86,300	\$71,350	\$63,800	\$89,000	\$76,200
Culture Technician	\$54,000	\$69,300	\$67,750	\$57,000	\$72,000	\$69,000
Trimmer	\$29,500	\$35,000	\$32,250	\$30,000	\$38,500	\$34,500
EXTRACTION						
Director of Extraction	\$77,000	\$160,000	\$118,500	\$79,000	\$217,100	\$134,100
Extraction Technician	\$41,000	\$63,000	\$52,000	\$44,000	\$72,000	\$58,000

POSITION	LOW	HIGH	MEDIAN	LOW	HIGH	MEDIAN
<u>MANUFACTURING</u>						
Director of Operations	\$130,000	\$225,000	\$177,500	\$135,000	\$270,000	\$195,000
Operations Manager	\$100,000	\$135,000	\$117,500	\$100,000	\$138,000	\$118,500
Supply Chain Manager	\$107,200	\$159,000	\$136,000	\$110,000	\$175,000	\$143,400
Packaging Manager	\$45,000	\$60,000	\$52,500	\$46,500	\$64,900	\$55,700
VP of Product Development	\$110,000	\$185,000	\$147,500	\$116,000	\$215,000	\$165,500
<u>TRANSPORTATION DISTRIBUTION</u>						
Director of Distribution	\$89,000	\$131,000	\$110,000	\$90,000	\$135,000	\$112,000
Delivery Manager	\$65,000	\$74,000	\$70,000	\$70,000	\$81,000	\$76,000
Driver	\$40,000	\$50,000	\$45,000	\$42,000	\$55,000	\$46,000
<u>RETAIL</u>						
Director of Retail <small>(multi-state)</small>	\$115,000	\$150,000	\$132,500	\$128,000	\$164,400	\$220,500
Dispensary Manager	\$75,000	\$95,000	\$85,000	\$85,000	\$105,000	\$95,000
Assist. Dispensary Manager	\$55,000	\$74,000	\$64,500	\$57,000	\$77,000	\$66,000
Budtender	\$35,000	\$39,500	37,000	\$36,000	\$41,500	\$38,700

POSITION	LOW	HIGH	MEDIAN	LOW	HIGH	MEDIAN
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SALES

VP of Sales	\$110,000	\$180,000	\$145,000	\$118,000	\$220,000	\$150,000
Director of Sales	\$95,000	\$140,000	\$117,650	\$110,000	\$143,500	\$125,000
Territory Sales Manager	\$65,000	\$85,000	\$75,000	\$68,000	\$90,000	\$80,000
Sales Representative	\$50,000	\$69,000	\$59,500	\$55,000	\$72,000	\$65,000
Brand Ambassador	\$28,000	\$39,000	\$33,500	\$30,000	\$42,000	\$36,000

MARKETING

Director of Marketing	\$95,000	\$135,000	\$115,000	\$98,000	\$143,000	\$123,800
Brand Manager	\$65,000	\$112,300	\$88,650	\$68,500	\$122,600	\$96,000
Event Manager	\$58,000	\$78,000	\$68,000	\$60,000	\$83,000	\$69,500
E-commerce Manager	\$112,000	\$164,500	\$138,250	\$115,000	\$165,000	\$140,000

ACCOUNT & FINANCE

Chief Finance Officer	\$240,000	380,000	\$330,000	\$260,000	\$400,000	\$340,000
Director of Finance	\$110,000	\$169,000	\$142,500	\$115,000	\$180,000	\$160,000
Account Manager	\$83,000	\$120,000	\$104,000	\$87,000	\$125,000	\$108,000
Financial Analyst	\$68,000	\$102,500	\$85,150	\$72,000	\$109,000	\$86,000
Accountant	\$55,000	\$67,000	\$61,000	\$59,000	\$71,000	\$68,000

POSITION	LOW	HIGH	MEDIAN	LOW	HIGH	MEDIAN
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LEGAL / COMPLIANCE / HUMAN RESOURCES

General Counsel	\$130,000	\$210,000	\$170,000	\$135,000	\$225,000	\$180,000
Director of Compliance	\$123,000	\$134,000	\$128,500	\$124,000	\$138,000	\$132,000
Compliance Manager	\$71,000	\$110,500	\$90,750	\$72,000	\$118,000	\$92,000
Legal Assistant	\$62,000	\$78,500	\$70,250	\$66,000	\$82,000	\$73,000
Director of HR	\$125,000	\$160,000	\$165,000	\$150,000	\$198,000	\$174,000
HR Manager	\$72,000	\$89,000	\$80,500	\$75,000	\$95,000	\$85,000



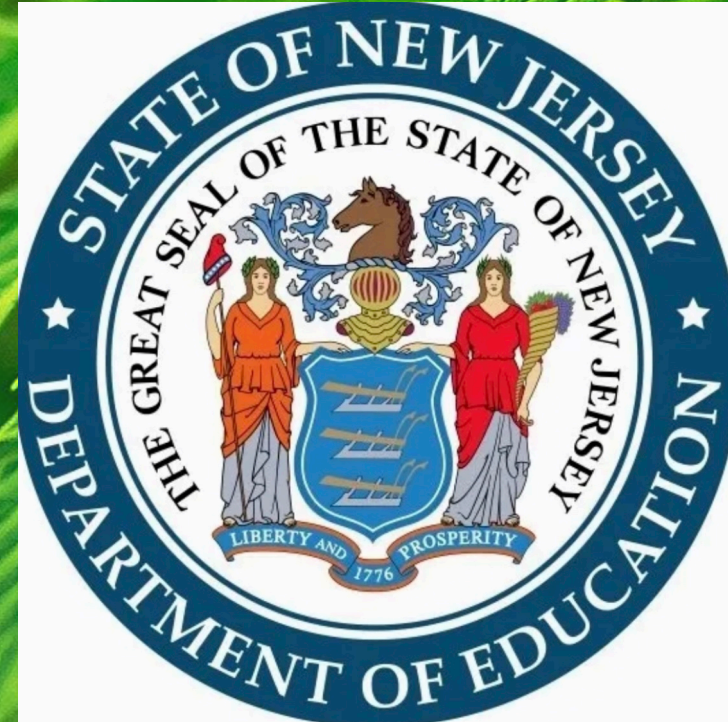
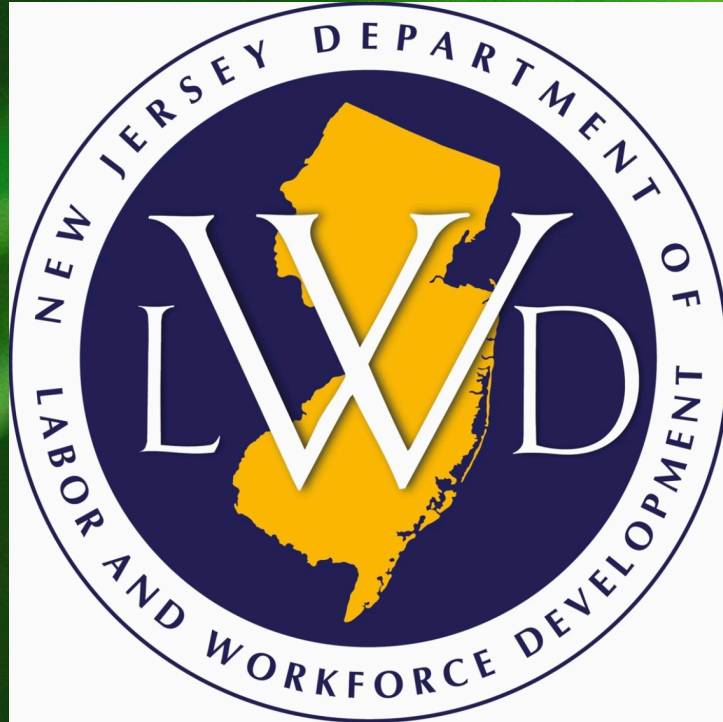


THE GREENLEAF STORY

Social Justice

Greenleaf University is a non-profit organization leading the Cannabis educational movement to ensure you are treated fairly and have the opportunity to reach your full potential. Now - more than ever - is the time to invest in yourself, and the future of the industry.

TRUSTED PARTNERS



Our Mission

"To Educate Future Leaders in the Cannabis Industry and Provide them with a Pathway to Build Generational Wealth."

Top Rated Cannabis College

Since 2015, Greenleaf University has been setting the bar for academic rigor, student experience, and hands-on learning in cannabis education.

Award-Winning Instructors

Our faculty features award-winning cultivators, recognized business leaders, and the passionate advocates who shape the modern cannabis industry

Affordable Tuition

We offer more affordable tuition costs compared to many newer online schools. We also offer a payment plan option for your convenience.

Weekly Live Webinars

Attend our instructors' live webinars for Q&A up to date and current information on important cannabis topics

Student Job Board

Our Students Work One-on-One With the Department of Student Affairs to prepare them for a Successful Career in the Cannabis Industry. This includes Resume Writing, Interview Preparation, Apprenticeships, Externships, and other Personalized Job Placement Services.

Cutting-Edge Education

Our courses are crafted by the entrepreneurs who shape the industry and the advocates who launched the medical cannabis movement — offering students leading-edge education with a historical context that no other school can match.

10K+ Alumni Nationwide

Our network of alumni includes influential professionals and policy makers working in every segment of the industry around the country

Self-Paced Courses

Learn at your own pace anytime, anywhere with our on-demand online courses

OUR EMPLOYER PARTNERS



INTERESTING READS:

1. Cannabis Stocks to Buy and Hold

You'll hear a lot about pot stocks to trade for short-term profits. And if your timing is really good, you can potentially make money on such quick in-and-out moves. But if your timing isn't so great, you can also get burned.

There's another way to build wealth with cannabis stocks, though. Instead of trading for the short term, find stocks of well-run companies with great growth prospects and stick with them over the long term. Here are three cannabis stocks to buy and hold that should provide tremendous returns over the next several years. [Read more...](#)

2. Virginia Lawmakers Sign Off On Bill Legalizing Recreational Marijuana

Lawmakers in Virginia have reached a deal to make the state the 16th in the nation and the first in the south to legalize recreational marijuana use. But the compromise bill is receiving blow back from some legalization advocates who say it falls short of racial justice aims.

- Virginia lawmakers have approved legislation legalizing recreational use of marijuana and commercial sales starting in 2024. *Richard Vogel/AP* [Find out more...](#)



Reading the Leaves: What's in Store for Cannabis in 2021

On the heels of a year beset by turmoil and the myriad challenges caused by the global pandemic, the cannabis industry nevertheless entered 2021 poised for significant growth amid a landscape teeming with opportunity. Public acceptance of both medical and recreational adult-use marijuana has continued to grow, with public polls showing that the overwhelming majority of U.S. adults support its legalization. This support has translated into action, as voters in several states passed ballot measures in November. [Read more...](#)

-----THE END -----