



# JOB DESCRIPTIONS

FOR CANNABIS RETAIL OPERATIONS

READY-TO-USE  
TEMPLATE





# INTRO

**IN MOST RESPECTS, RUNNING A CANNABIS DISPENSARY IS JUST LIKE RUNNING ANY OTHER RETAIL OPERATION.**

You have customers coming to your store to purchase products, and you have employees to help inform your shoppers, provide them with great customer service, and ultimately facilitate sales.

Just like in a traditional retail store, you'll need managers and other staff to handle administrative tasks, oversee inventory, and keep the day-to-day operations running smoothly. However, unlike other industries, you'll also need some key personnel to handle cannabis-specific duties and ensure the security of your premises and product.

In this guide, you'll learn about the most common positions you'll likely need to hire for in your dispensary. Because the laws and requirements for cannabis retail vary by state and province, not all of these positions will apply everywhere; however, most dispensaries will need to fill the majority of these roles (or their equivalent).

## **HOW TO USE THIS GUIDE**

The descriptions provided here are generic and should be used as a starting point for your own listings. You'll also need to add "About Us" and "How to Apply" information to your job postings; we've included some examples here, following the descriptions.

Also note that the term "dispensary" typically refers to medical marijuana, while adult-use or recreational cannabis is sold in cannabis retail stores. Use the term that applies to you when crafting your job ads.

# 1

## GENERAL MANAGER

At the top of your operation's chain of command is the General Manager (GM). The GM oversees the entire operation, sets the company's strategy, and is ultimately responsible for ensuring compliance with all applicable laws and regulations.

### DESCRIPTION

We are seeking an experienced General Manager to head our retail operation. The GM must be capable of leading store managers and developing their talent. He or she needs a vision of success and expansion and an ability to inspire the same in staff members. The successful candidate will have experience leading multiple stores, measuring store performance, and ensuring customer satisfaction.

As the face of the store, the GM must interface with staff, law enforcement, vendors, owners, and landlords. He or she provides leadership to and oversight of all departments, employees, and operations and works with ownership to generate a strategy for business growth and establish key performance indicators to monitor company progress. The GM is also responsible for keeping up with all changes in local and state law regarding cannabis retail and ensuring employees operate compliantly at all times.

Qualified candidates must possess a bachelor's degree and retail management experience. Cannabis industry experience, particularly cannabis retail management experience, is not required but highly preferable.

### RESPONSIBILITIES

- Ensure the creation and implementation of a strategy designed to grow the store
- Coordinate the development of key performance indicators for functions and direct reports
- Provide leadership at all levels of the organization
- Ensure development of tactical programs to pursue targeted goals and objectives
- Evaluate and decide upon key investments in equipment and hiring of staff
- Oversee inventory, financial records, and compliance reporting
- Oversee store's compliance with all applicable local, state/provincial, and federal laws and regulations
- Develop goals for sales, service, and profit and lead staff to exceed them
- Oversee product procurement and negotiations with wholesalers to ensure adequate inventory at all times
- Communicate and embody the company vision and values
- Define and implement policies and performance standards
- Allocate budget resources for supplies, equipment, marketing, and personnel

### QUALIFICATIONS/REQUIREMENTS

- Cannabis retail management experience highly preferred
- Bachelor's degree and five to seven years' management experience
- Proficient with basic software (i.e. Microsoft Office)
- Excellent organizational skills
- Strong verbal and written communication skills
- Strong interpersonal skills
- Impeccable time management
- Ability to work independently and with others
- Self-driven
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)

# 2

## STORE MANAGER

Most retail operations employ a Store Manager, also referred to as the Dispensary Manager or DM in dispensaries. The DM is the backbone of your store; he or she assists the General Manager with overseeing all departments, employees, and operations and handling customer-related issues beyond the scope of the Shift Supervisors.

### DESCRIPTION

We are seeking a store manager to lead our team in its day-to-day operations. The manager's main responsibility is to coordinate and facilitate transactions of the store. You must maintain records, facilitate contact with producers, embrace client education, and understand marketing. As store manager, you will train employees, help decide which products to carry, and assist in determining best pricing based on market conditions.

The successful candidate will possess a bachelor's degree or equivalent professional experience in retail management. At least one year of retail cannabis experience is required.

### RESPONSIBILITIES

- Implement all operational rules, regulations, policies, and procedures to advance the company's mission, vision, goals, and objectives
- Coordinate and facilitate all transactions and operations
- Manage, supervise, and direct the activities of all assigned staff and make recommendations regarding hiring, disciplining, terminating, and advancing employees
- Implement company policies and ensure staff adhere to best practices
- Manage and inspire staff to deliver the highest level of customer service and experience
- Review employee performance regularly and maintain employee records
- Ensure safety and satisfaction of all customers and employees
- Ensure ongoing staff education on medical and recreational cannabis products, strains, and consumption methods
- Assist in development of budgets and sales forecasts
- Fulfill staffing needs and coordinate employee scheduling
- Liaise with law enforcement, vendors, landlords, and local community as needed
- Maintain in-depth knowledge of all strains and products in store inventory as well as industry-wide product and trend knowledge

### QUALIFICATIONS/REQUIREMENTS

- Minimum one year cannabis retail experience
- Bachelor's degree and/or three to five years' management experience
- Retail management experience preferred
- Proficient with basic software (i.e. Microsoft Office)
- Strong organizational skills
- Strong verbal and written communication skills
- Strong interpersonal skills
- Excellent time management
- Ability to work independently and with others
- Self-driven
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)



# 3

## SHIFT SUPERVISOR

(AKA ASSISTANT MANAGER, SHIFT LEADER, OR SHIFT MANAGER)

The Shift Supervisor manages other staff members, oversees sales floor operations during the assigned shift, and reports directly to the Store Manager. The Shift Supervisor is a critical role that supports and inspires sales staff, upholds the integrity and values of the company, and provides unparalleled customer service and care.

### DESCRIPTION

We are hiring for the position of Shift Supervisor. As a Shift Supervisor, you will support the Store Manager in ensuring that all daily operating procedures are performed as required while promoting a company image of excellence through a strong work ethic, leadership by example, and the consistent delivery of impeccable customer service and store visual presentation. You'll also maximize sales through the development and supervision of sales staff.

The Shift Supervisor is also responsible for ensuring transactions are carried out in compliance with all applicable laws and regulations. Successful applicants will possess an associate degree or equivalent work experience in a retail environment. Cannabis industry experience is preferred but not required.

### RESPONSIBILITIES

- Implement operational rules, regulations, policies, and procedures
- Supervise, manage, and direct the activities of sales team
- Implement company policies and ensure staff adheres to best practices
- Manage and inspire staff to deliver the highest level of customer service and satisfaction
- Ensure compliance with applicable local, state/provincial, and federal laws and regulations
- Assist with customer service and ensure customer satisfaction
- Liaise with law enforcement, vendors, landlords, and local community as needed
- Maintain in-depth knowledge of all strains and products in store inventory as well as industry-wide product and trend knowledge
- Assist in employee performance reviews
- Assist in hiring and training new employees

### QUALIFICATIONS/REQUIREMENTS

- Cannabis retail experience preferred
- Associate degree or two years' management experience
- Retail management experience preferred
- Strong organizational skills
- Strong oral and written communication skills
- Strong interpersonal skills
- Ability to work independently and with others
- Strong time management skills
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)

# 4

## BUDTENDER

Probably the most visible position in cannabis retail is that of the budtender. Your budtenders are the heart of your customer service/sales team – they do the most interacting with shoppers and help guide them in their buying journey. From the marijuana novice to the cannabis connoisseur, a good budtender can help every client find exactly what they're looking for – even if they don't know themselves.



### DESCRIPTION

Our company is seeking enthusiastic, personable budtenders who can use their extensive cannabis product knowledge to guide customers to the appropriate medical or recreational product and provide impeccable customer service while complying with all regulations. Budtenders must provide customers with prompt service and quality products while maintaining a clean and comfortable store environment. You will be responsible for assisting the management team with the activities and operations of the store while abiding by all policies, procedures, and operational guidelines. You'll also assist in training and educating cashiers in cannabis products and customer service.

### RESPONSIBILITIES

- Deliver exceptional customer service
- Guide and direct customers in their cannabis purchasing journey
- Answer customer questions and concerns
- Meet and exceed sales goals
- Ensure compliance in all transactions
- Assist with opening/closing of store and other tasks as assigned

### QUALIFICATIONS/REQUIREMENTS

- In-depth knowledge of cannabis products, strains, and consumption methods
- In-depth knowledge of all products carried in store
- Impeccable customer service skills
- Retail experience preferred
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)

# 5

## COMPLIANCE MANAGER

As a cannabis retail owner, you're not just in the marijuana business – you're also in the compliance business. Because there is so much at stake when it comes to cannabis compliance, most retailers employ a Compliance Manager whose sole job is to ensure the store adheres to all local, state or provincial, and federal laws and regulations.

### DESCRIPTION

We are searching for a Compliance Manager to oversee the store's compliance program and function as an independent, objective body that reviews, evaluates, and reports compliance issues and concerns. The Compliance Manager will ensure that company owners, management, and employees achieve and sustain the highest level of compliance with all laws and regulations mandated by all governing and regulating bodies and agencies.

A bachelor's degree is required to carry out the day-to-day functions of this position. Management experience is also required; cannabis industry experience is highly preferable, but not a requirement.

### RESPONSIBILITIES

- Conduct regular audits of facility
- Collaborate with management to compile compliance concerns, issues, or violations
- Investigate and resolve compliance concerns, issues, or violations
- Liaise with official agencies
- Keep up with regularly changing rules and regulations and ensure understanding throughout the company of all updates and changes
- Develop, initiate, maintain, and revise policies, procedures, and practices for the general operation of the company to prevent illegal, unethical, or improper conduct
- Respond to allegations of rule, regulation, policy, procedure, and code violations
- Develop and oversee a system for handling such violations

### QUALIFICATIONS/REQUIREMENTS

- Bachelor's degree
- Minimum five years' management experience
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)

# 6

## INVENTORY MANAGER

As with compliance, there's a lot riding on a dispensary's inventory management. This is why many cannabis retailers hire a dedicated Inventory Manager to oversee the store's inventory and ensure all counts and reconciliations are correct and compliant.

### DESCRIPTION

We are seeking an Inventory Manager who will provide day-to-day inventory management and carry out various administrative tasks. You will work closely with the Store Manager to coordinate product orders from wholesalers. You'll be responsible for ensuring that inventory audits and reconciliations are routinely conducted and handling any inventory reports or inspections by governing or regulating agencies. Your most important job is to ensure that only the safest and highest-quality product is available at the dispensary.

Qualified candidates will possess a bachelor's degree and management experience, preferably with inventory control or in a retail environment. Cannabis experience is a plus but not required.

### RESPONSIBILITIES

- Perform daily, monthly, and yearly inventory audits and reconciliations
- Place product orders in coordination with the Store Manager based on projected needs
- Develop and implement product merchandising strategy
- Receive all orders
- Maintain expired, damaged, and mislabeled products awaiting disposal
- Maintain an organized vault/inventory storage space
- Coordinate and manage daily physical and point-of-sale counting efforts
- Report, monitor, and review any inventory adjustments and changes
- Develop and implement inventory control procedures and best practices

### QUALIFICATIONS/REQUIREMENTS

- Bachelor's degree
- Demonstrated proficiency with accounting software such as Excel
- At least 3 years' experience working with inventory and POS systems in a retail environment
- Cannabis industry experience preferred
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)





# 7

## MARKETING DIRECTOR

With all the hard work that goes into getting your cannabis retail store licensed and operational, you need to ensure that you're putting adequate attention into your marketing and advertising efforts so you can achieve maximum profitability. A Marketing Director will plan and oversee the development and implementation of all marketing strategies and more.

### DESCRIPTION

We are seeking an experienced Marketing Director to oversee the marketing and advertising efforts of our company. The Marketing Director is responsible for the planning, development, and implementation of all marketing strategies, marketing communications, advertising campaigns, and public relations while remaining compliant with all local and state or provincial cannabis marketing and advertising laws and guidelines. The successful candidate will be familiar with and passionate about cannabis and possess a solid background in creating and managing ad campaigns from the ground up. Applicants also need proven experience in developing and executing marketing strategies that specifically drive sales in a brick-and-mortar retail store and the ability to present high-level overviews to senior management/ownership.

A bachelor's degree in marketing, communications, or another related field is required, as is professional working experience in digital marketing and/or advertising. Management experience is also required. Cannabis industry experience is not required but highly preferable.

### RESPONSIBILITIES

- Conduct relevant market research and monitor industry trends
- Use consumer insights and data to help guide business decisions
- Use latest best practices in digital retail marketing, social media, and brand development while adhering to all applicable cannabis marketing and advertising restrictions
- Develop and execute marketing and advertising strategies and campaigns
- Work with management to develop strategic communications plan to increase brand equity, awareness, and growth
- Support sales staff by providing sales data, market trends, forecasts, account analyses, and new product information
- Plan for industry meetings and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mail lists
- Continuously pursue industry educational opportunities to gain new insights
- Develop and/or manage content for print and digital communication channels and marketing collateral
- Plan and execute all events

## QUALIFICATIONS/REQUIREMENTS

- Bachelor's degree
- Four years' management experience
- Five to seven years' experience in digital marketing, retail promotions, and content creation
- Cannabis experience preferred
- Experience with social media and WordPress
- Experience in analyzing sales data, identifying trends, and presenting findings to senior management
- Experience in managing a brand, maintaining consistency, and reinforcing the brand with the audience
- Experience with segmenting target audiences and developing personas
- Knowledgeable and highly proficient in Microsoft Office, MailChimp, Facebook, Instagram, Twitter, YouTube, Snapchat, and Google Analytics
- Demonstrated knowledge in digital marketing best practices
- Excellent written and verbal communication skills
- Strong organizational skills
- Ability to manage multiple projects at once
- Detail-oriented
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)



# 8

## MARKETING MANAGER

While the Marketing Director's primary duty is to envision and create targeted marketing campaigns, the Marketing Manager acts as the "boots on ground" to help carry these campaigns out. This position may also be called Marketing Coordinator, depending on your desired experience and compensation level.

### DESCRIPTION

Our company is seeking a Marketing Manager to assist in developing and implementing marketing strategies, marketing communications, and advertising and public relations campaigns while adhering to applicable cannabis advertising and marketing restrictions. The Marketing Manager will assist the Marketing Director in analyzing campaigns, sales data, and industry trends.

Successful candidates will possess a bachelor's degree in marketing, communications, or a related field and have at least three years' experience. Cannabis industry experience is preferred but not required.

### RESPONSIBILITIES

- Implement marketing and advertising campaigns
- Assist in preparing marketing and advertising strategies, plans, and objectives
- Assist in planning and executing promotional presentations and events
- Assist in analyzing sales data, identifying trends, and crafting targeted marketing strategies
- Create and deliver press releases, media relations content, case studies, social media content, and other marketing content
- Produce additional marketing communications such as flyers, brochures, and exhibition-related projects
- Prepare marketing reports
- Continually update industry knowledge through educational opportunities

### QUALIFICATIONS/REQUIREMENTS

- Bachelor's degree in marketing, communications, or related field
- Three years' experience in marketing or advertising
- Cannabis marketing experience preferred
- Knowledgeable of cannabis and cannabis marketing/advertising restrictions
- Highly knowledgeable and proficient with social media
- Excellent written and oral communication skills
- Excellent command of English language and ability to write clean copy
- Detail-oriented
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)

# 9

## SECURITY MANAGER

(AKA LOSS PREVENTION MANAGER)

Your local and state/provincial laws will dictate exactly what security measures you're required to take at your dispensary. The Security Manager's role is to ensure your store remains compliant with these security requirements as well as to implement security protocols and best practices.



### DESCRIPTION

We are seeking a Security Manager to develop and implement security best practices and procedures for our dispensary. You will be responsible for ensuring compliance with all applicable local and state/provincial security requirements at all times and adherence to established security protocol. You will also manage and direct security personnel and maintain working order of all security assets.

The successful applicant will possess a bachelor's degree or equivalent professional experience. Security management experience is also required. Board certification in security management is highly preferable.

### RESPONSIBILITIES

- Develop, oversee, and ensure adherence to security policies, procedures, and best practices for the dispensary
- Recruit and retain qualified security personnel
- Manage all security-related operations, staffing, and equipment
- Ensure all security equipment and systems are operated and maintained for compliance with the security plan and all applicable laws and regulations
- Administer access control program
- Compile security reports as required
- Utilize all security systems to discover and deter security breaches and compliance issues
- Train all dispensary personnel according to established security procedures
- Conduct security evaluations to ensure constant improvement and compliance
- Ensure the reporting and documentation of all incidents and provide initial information for investigations to appropriate authorities

### QUALIFICATIONS/REQUIREMENTS

- Bachelor's degree or equivalent professional experience
- At least four years' management experience
- Board certified in security management highly preferred
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)

# 10

## SECURITY GUARD

Cannabis dispensaries have a host of security concerns far in excess of most other retail operations. They are extremely vulnerable to both internal and external theft, and they tend to hold a large amount of cash along with a stockpile of valuable flower and product. These security concerns mandate a significant investment in your security systems in most states/provinces.

### DESCRIPTION

The Security Guard will report to the Security Manager. Your primary duty is to guard and patrol the company property and to prevent and deter theft and violence.

Qualified applicants need a military or law enforcement background or professional security experience and training.

### RESPONSIBILITIES

- Monitor and patrol premises as directed by Security Manager
- Escort personnel as needed
- Prevent and deter criminal activity and loss of assets

### QUALIFICATIONS/REQUIREMENTS

- Background in military service, law enforcement, security, or related field
- Weapons and armed response training
- Excellent customer service and verbal communication skills
- Experience and/or training in de-escalation and conflict resolution
- Ability to work days, nights, and weekends in rotating shifts
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)

# 11

## HUMAN RESOURCES SPECIALIST

(AKA HR ASSISTANT, HR MANAGER, OR HR DIRECTOR)

Of course, you'll need an HR Specialist to handle the employee hiring process, oversee payroll, and resolve any employee disputes or issues. In addition to building an A-team, the HR pro you select should understand the state-mandated prerequisites and be able to confidently navigate the rigorous background check process required in certain states.



### DESCRIPTION

We are seeking an HR Specialist to coordinate all aspects of the human resources function for our store, to include recruitment, hiring, orientation, training, payroll processes, compensation and benefits, safety, and affirmative action.

An AA or BA in Human Resources is required along with a minimum of two years in a professional HR setting.

### RESPONSIBILITIES

- Formulate and implement recruitment plan
- Ensure all interviews, background checks, and related processes are conducted in a timely and legally sound basis
- Maintain accurate and confidential employee records including job descriptions and related forms
- Assist with exit interviews as requested and ensure termination and transfer paperwork is completed
- Track and analyze employee retention rates
- Conduct new employee orientation and staff training
- Coordinate performance appraisal processes, performance improvement plans, and corrective actions in a legal manner
- Address employee concerns and direct employees to appropriate internal and external resources as needed
- Coordinate the development and maintenance of employee handbook
- Monitor leaves of absence, disabilities, and other employee events to assure appropriate benefit action and compliance
- Address problem areas and complete audit paperwork to designated agencies as needed

### QUALIFICATIONS/REQUIREMENTS

- Associate or bachelor's degree in Human Resources and two to three years' HR experience
- Ability to communicate to a diverse employee population
- Self-motivated
- Extremely organized
- Knowledge of state and federal employment laws
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)

# 12

## ACCOUNTING SPECIALIST

(AKA ACCOUNTING ASSISTANT, ACCOUNTING MANAGER, OR ACCOUNTING DIRECTOR)

Just like any other retail business, you need an accounting professional to keep your store's books and ensure accurate financial records are maintained at all times. In addition to traditional bookkeeping, the Accounting Specialist you hire should have a pulse on the 280e publication and how it affects your cannabis retail operation.

### DESCRIPTION

We are looking for an experienced bookkeeper to manage our day-to-day accounting and finance requirements. Excellent organizational skills, accuracy, and confidentiality are a must for this position. Experience with marijuana-specific bookkeeping is highly preferred.

Applicants must possess a HS diploma or higher degree of education plus a minimum five years' professional experience in accounting operations.

### RESPONSIBILITIES

- Handle all bookkeeping and accounting and maintain financial records for the store
- Process business transactions
- Prepare accounting reports and statements
- Work with spreadsheets, sales and purchase ledgers, and journals
- Manage petty cash transactions
- Fact-check invoices for payment and processing
- Prepare, fulfill, and distribute employee checks
- Prepare and approve POs
- Monitor vendor statements, wire transfer requests, and other transactions
- Perform account analysis and account coding
- Reconcile account balances
- File, mail, and other duties as needed

### QUALIFICATIONS/REQUIREMENTS

- HS diploma or equivalent; bachelor's degree in accounting or related field preferred
- Five years' experience working in accounts payable and receivable, general ledger, payroll, and payroll reports
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)

# 13

## IT SPECIALIST

(AKA IT MANAGER)

As the cannabis industry continues to develop and mature, business owners' reliance on technology in all aspects of their operations is only going to increase. Having a dedicated onsite IT specialist to help you set up, maintain, and troubleshoot your hardware and software is crucial.



### DESCRIPTION

Our company is seeking an experienced IT Specialist. You will be responsible for computer and network set up and maintenance, software installation, troubleshooting, hardware and peripheral repair, maintaining operating systems, and other IT-related tasks as needed. Ensuring the working order of point-of-sale and inventory management systems is a critical function of this position.

### RESPONSIBILITIES

- Provide technical assistance and support to issues related to computer systems, hardware, software, and network
- Maintain daily performance and working order of company computer systems
- Set up network access accounts and assist new users in familiarization of company applications
- Resolve network and internet connectivity issues to ensure maximum uptime to state compliance reporting system

### QUALIFICATIONS/REQUIREMENTS

- Two-year degree in Computer Science or four years of demonstrated IT experience
- Knowledge of basic networking, DHCP, DNS, the Microsoft Server platform, and Windows (XP/7/10)
- Experience and/or knowledge of current technologies available in the IT world
- Experience with computer and printer repair
- Ability to communicate technical support clearly in a user-level environment
- Excellent troubleshooting skills
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)



# 14

## FRONT DESK RECEPTIONIST

(AKA CONCIERGE)

Rather than have a security guard check IDs at the entryway, many dispensaries employ receptionists to greet customers, check them into the store's system, and attend to them while in the waiting area.

### DESCRIPTION

We are hiring a full-time/part-time receptionist. Applicants need extensive knowledge of cannabis, excellent customer service, ability to work in a fast-paced environment, proficiency with PC and Mac products, and reliable transportation.

### RESPONSIBILITIES

- Greet customers and check IDs
- Check medical patients and/or recreational customers into the POS system
- Manage incoming calls
- Update coupon sheets
- Update online menus
- General cleaning
- Assist with sales and inventory counts as needed

### QUALIFICATIONS/REQUIREMENTS

- Two years' customer service experience
- One year cannabis industry experience
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)

# 15

## DELIVERY DRIVER

If your state or province allows cannabis delivery sales and you have obtained the proper licensing, you'll need a delivery driver on your staff. This position entails more than just product delivery. The person you choose to take your shop on the road should wear several hats including budtender, brand ambassador, and customer service representative.

### DESCRIPTION

We are seeking a Delivery Driver to provide exceptional customer service to medicinal patients and adult users by delivering cannabis products directly to them. The successful applicant needs extensive cannabis knowledge in order to answer all customer questions and concerns regarding consumption methods, health benefits, cannabis strains and products, and any other pertinent topics. You will also use point-of-sale software for collecting, maintaining, and ensuring the integrity of patient data.

### RESPONSIBILITIES

- Answer incoming delivery phone calls
- Intake customer orders
- Access POS system to process transactions
- Use GPS tracking system to coordinate route to destination
- Deliver products to predetermined destination
- Intake and process payments
- Accurately reconcile cash drawers
- Provide budtender/reception support as needed
- Other duties as assigned

### QUALIFICATIONS/REQUIREMENTS

- Extensive cannabis knowledge
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Clean driving record
- Reliable transportation
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)

# 16

## CASHIER

Many dispensaries hire cashiers as entry-level employees. Cashiers typically have little to no professional cannabis experience but are passionate about cannabis and looking for a way into the industry. A cashier position is considered the minor league of budtending – cashiers can shadow your budtenders to gain knowledge and eventually move up into a budtending position.

### DESCRIPTION

We have immediate openings for cashiers. Extensive cannabis knowledge is not required, but a passion for cannabis is a must. Successful applicants need at least one year cashier/customer service/retail experience.

### RESPONSIBILITIES

- Process transactions through the dispensary point-of-sale system
- Provide outstanding customer service
- Assist budtenders in providing unparalleled customer experience
- Assist with merchandising and cleaning as directed
- Other tasks as needed

### QUALIFICATIONS/REQUIREMENTS

- Minimum one year cashier, customer service, or retail experience
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)



## BRAND AMBASSADOR

Brand Ambassadors have become an important part of sales and marketing teams in many retail sectors, and cannabis is no different. Brand Ambassadors can act as your street team and help spread a positive message about your dispensary in places where traditional advertisements can't reach.

### DESCRIPTION

We are looking for a well-rounded Brand Ambassador to contribute to our sales team. As a Brand Ambassador, you will be an integral member of the sales team and assist by representing our brand in a positive manner. Key tasks will include organizing in-store pop-up events, attending industry events, and coordinating outbound communications with company management. Applicants need great verbal and written communication skills, the ability to multitask and work without supervision, self-confidence, and the ability to follow detailed directions.

### RESPONSIBILITIES

- Coordinate, set up, and break down representation at dispensary pop-up events and cannabis industry events
- Assist in attainment of sales team's monthly revenue goal
- Attend industry events, sponsorships, and customer engagement opportunities
- Conduct yourself with the utmost professionalism, ethical behavior, and in a manner that is becoming to the company
- Other duties as assigned by management

### QUALIFICATIONS/REQUIREMENTS

- Minimum 1-2 years' experience working in a sales environment
- Experience working in a fast-paced environment while successfully meeting goals set by management
- Outstanding verbal and written communication skills
- Organizational skills and ability to multitask
- Ability to work independently
- Minimum 21 years of age
- Must possess valid driver's license or state ID
- Must pass any and all required background checks
- Must possess current state cannabis worker license or permit (if applicable)

# FINALLY...

## 'ABOUT US' & 'HOW TO APPLY'

You'll also need to add "About Us" and "How to Apply" information to your job postings; we've included some examples here.

## 'ABOUT US' EXAMPLES

### 1. Cova

Do you thrive in exciting yet unpredictable environments? Like working hard but don't take things too seriously? Want to be a part of growing a dynamic company? Well then... let's talk.

Cova is a leading provider of end-to-end retail solutions for the legal cannabis industry. You can find our dispensary POS software in over 18,000 stores across America in many different verticals, and we support customers who have one locations and some who have thousands of locations. Our company values center around an entrepreneurial spirit that focuses on speed and agility, innovation, quality and customer service. We support community-building events and worthy causes because we believe in reaching out, taking part and giving back. It's a big part of who we are.

There are only a few industries per generation where you can jump on board a rocket that is taking off. Legal cannabis is the one for this time in history. Cova is a start-up within a solid, well established software company and we intend to own the market for the operational software running these dispensaries. We have already invested millions of dollars to get ahead of demand as additional states legalize and license new marijuana stores.

Our office is casual, accessible to easy public transportation and parking, and within striking distance of coffee shops, pubs and yes, restaurants. We have stipend toward fitness classes, and a Retirement Planning Program consisting of a matching 401K and/or Employee Share Ownership component. We balance hard work with a commitment to lifestyle, competitive benefits and exciting perks.

### 2. Canopy Growth

Canopy Growth is a world-leading cannabis company offering diverse brands and curated cannabis strain varieties in dried and oil extract forms. Through its wholly owned subsidiaries, Canopy Growth operates numerous state-of-the-art production facilities with over half a million square feet of indoor and greenhouse production capacity. Canopy Growth has established partnerships with leading sector names in Canada and abroad.

Headquartered in Smith Falls Ontario, Canopy Growth recognizes that employees are at the core of our success and takes pride in a corporate culture that emphasizes inclusiveness, collaboration and diversity. Our employees stem from a wide range of professional backgrounds, each bringing their own unique skills and talents to the table, working together to continue our incredible momentum of growth.

### 'HOW TO APPLY' EXAMPLE

If this position sounds like a fit for you and you're interested in joining our company, please submit your resume and cover letter electronically or by mail to the address below.

Email address

Physical address

### WHAT TO INCLUDE IN YOUR JOB POSTING

- About Us (about your company)
- Job Description
- Responsibilities
- Qualifications
- How to Apply

### CONCLUSION

We hope you find this guide useful as you begin the search for your staff. Be sure to visit Cova for more free resources that will help you as you build your cannabis retail empire!



**WE'RE A MIX OF DREAMERS, STRATEGISTS AND TECHNOLOGISTS DETERMINED TO LEAVE THE WORLD BETTER THAN WE FOUND IT.**

Cova is a retail software solutions company. We design and build products specifically for the cannabis industry. Our point of sale (POS) and suite of digital solutions make complex operations simple, so retailers can stay compliant and deliver an unforgettable experience every time.

What sets Cova apart? Our retail platform powers 19,000 locations of all sizes and verticals with virtually no downtime, even on Black Friday and 4/20, making us the most robust and reliable cannabis POS system available. We work closely with our customers to solve problems, streamline operations and create great experiences for owners, budtenders and customers.

Growing your empire takes time, experience and the right technology partner.

We know how. Join us.



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