

New NY Cannabis Job Board Aims to Boost Legal Industry

New York Cannabis Workforce Initiative Launches CannaJobsLink to Bridge Employers and Job Seekers

The New York State Cannabis Workforce Initiative (CWI) has unveiled a new jobs board, CannaJobsLink, aimed at connecting employers in the state's burgeoning legal cannabis industry with job seekers. The platform, which launched its beta version in mid-July, is designed to streamline hiring processes and facilitate employment opportunities in this rapidly growing sector.

Development and Launch of CannaJobsLink

After more than a year of development, CWI has introduced CannaJobsLink to the public, with plans to optimize the platform over the coming months. David Serrano, the project manager at CWI, noted that the response from employers has been overwhelmingly positive. "We're 10 for 10 – every employer that we've shown the system to has signed up to our programming," Serrano said, highlighting the enthusiasm within the industry for this new tool.

About the New York Cannabis Workforce Initiative

CWI is a collaborative effort between the nonprofit Workforce Development Institute and Cornell University's School of Industrial & Labor Relations, partially funded by the state. Since its inception in late 2021, CWI has trained hundreds of individuals on the fundamentals of the cannabis industry, including through its popular "Seed-to-Success Statewide Live Workshop," a two-day event designed to educate participants on various aspects of the industry.

Features and Functionality of CannaJobsLink

CannaJobsLink aggregates job postings from various platforms, including KayaPush and Indeed, offering a centralized resource for cannabis-related employment opportunities in New York State. Currently, the site lists about 80 job postings, with expectations to increase to 300-400 active listings as the platform matures.

One of the key features of CannaJobsLink is its user-friendly design, which allows anyone interested in a job in the cannabis industry to access listings without the need for account creation. "We definitely try to make it as efficient as possible," Serrano emphasized, noting that job postings are also distributed to students and participants in CWI's educational programs.

Support for Employers and Job Seekers

CWI not only facilitates job postings but also collaborates closely with employers to ensure they are equipped with the necessary resources to hire effectively and lawfully. Serrano pointed out that the initiative provides more than just job listings; it offers support throughout the hiring process, helping employers understand their legal responsibilities and best practices in workforce management.

Educational Approach and Training

The initiative employs a two-pronged approach to education. The Workforce Development Institute focuses on industry-specific training, while Cornell University provides insights into workers' rights and employers' obligations. This comprehensive educational strategy is crucial in preparing both job seekers and employers for the unique challenges and opportunities within the cannabis industry.

Funding and Future Outlook

The development and operation of the CWI and its initiatives are supported by a budget allocation from New York's state legislature, which includes a \$250,000 grant to Cornell and an additional \$2.5 million appropriated last year. This funding underscores the state's commitment to fostering a skilled workforce in the cannabis industry and supporting the sector's growth.

"Our partnership with employers is also a training partnership," *Serrano* said. "In addition to helping them find workers, we are giving them training and resources to not only hire those workers effectively and lawfully but also to be a good employer for the longevity of their operation."

A Step Forward for New York's Cannabis Industry

The launch of CannaJobsLink represents a significant advancement for the cannabis industry in New York, providing a critical link between employers and job seekers. As the platform evolves, it promises to play a vital role in the development of a well-trained workforce, supporting the industry's growth and ensuring compliance with state regulations.

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