

# New Cannabis Jobs Board Helps New York's Legal Weed Industry

## New York State Cannabis Workforce Initiative Launches Job Board for Legal Weed Industry

After more than a year of preparation, the New York State Cannabis Workforce Initiative (CWI) has officially launched a jobs board designed to support both employers and job seekers in the state's burgeoning legal cannabis industry. The platform, known as **CannaJobsLink**, debuted in beta mode in mid-July, according to David Serrano, CWI's project manager. The site will continue to be optimized over the next few months, but it is already fully operational and generating significant interest among marijuana industry employers.

### Employers Eager to Sign Up

"We're 10 for 10 – every employer that we've shown the system to has signed up to our programming," said Serrano. "It's really great to see that there are jobs available in the market, and employers are coming in very excited to hire a workforce."

The initial response from employers highlights the growing demand for a skilled workforce as the legal cannabis industry expands across New York. CWI is positioning itself as a vital link between job seekers and employers, helping both sides navigate the unique challenges of this rapidly growing sector.

### CWI's Mission and Role in Workforce Development

CWI is a state-funded initiative that represents a collaborative effort between the **Workforce Development Institute (WDI)**, a nonprofit organization, and **Cornell University's School of Industrial & Labor Relations (ILR)**. Since 2022, CWI has trained hundreds of individuals on the fundamental aspects of the cannabis industry, including through its popular traveling two-day **Seed-to-Success Statewide Live Workshop**.

The jobs board aims to be a centralized hub for cannabis-related employment opportunities in New York, pulling job postings from popular platforms like **KayaPush**, **Indeed**, and others. Serrano noted that there are currently about 80 job listings on CannaJobsLink, with expectations that the number will grow to between 300 and 400 active listings as the platform becomes fully operational.

### A User-Friendly Platform for All Job Seekers

One of the key features of CannaJobsLink is its accessibility. According to Serrano, the platform is entirely free to use and does not require users to create an account. This open access approach is intended to make it easier for anyone interested in the cannabis industry to explore available job opportunities without any barriers.

“We definitely try to make it as efficient as possible,” Serrano said, explaining that job listings are already being distributed to students in their databases and individuals who have previously signed up for CWI’s programs.

## **Support for Employers**

CWI’s efforts don’t stop at connecting job seekers to employers. Serrano emphasized that they are working closely with companies to ensure they feel supported throughout the hiring process.

“It’s more than just sharing a job opportunity – which is critical – but it’s also making sure that the employer feels supported through the process – that they have resources for how to hire,” Serrano explained.

The initiative aims to provide employers with the necessary tools to not only fill positions but also ensure that they comply with industry regulations and best practices.

## **A Two-Pronged Approach to Cannabis Education**

CWI is employing a two-pronged strategy to cannabis workforce education. The **Workforce Development Institute** focuses on industry-specific education, training individuals in cannabis cultivation, processing, retail, and other relevant skills. Meanwhile, **Cornell University** is concentrating on educating both workers and employers about legal responsibilities and rights, ensuring that the workforce is not only knowledgeable but also protected.

This dual focus on industry skills and legal education positions CWI as a crucial player in building a sustainable cannabis workforce in New York.

## **Growing Excitement Around CannaJobsLink**

As CannaJobsLink continues to evolve and attract more job postings, excitement is building around the platform’s potential to streamline employment in New York’s cannabis industry. [With legalization still relatively new](#), employers are eager to find qualified candidates, and job seekers are looking for a way to break into the industry.

By offering a free, user-friendly tool, CWI hopes to lower barriers to entry and create more opportunities for New Yorkers interested in working in legal cannabis.

## **A Promising Future for New York’s Cannabis Workforce**

The launch of CannaJobsLink marks a significant step forward for New York’s cannabis workforce. With state-backed support, training programs, and now a dedicated job board, CWI is creating pathways for individuals to enter this exciting new industry while also helping employers build a compliant and skilled workforce.

As the industry grows, CWI’s role will likely expand, continuing to play a pivotal part in shaping the future of legal cannabis in New York.

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