

Labor Market Analysis: Dispensary Occupations San Diego County

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Summary

Since the legalization of recreational marijuana in California, marijuana dispensaries have increased by a significant rate, with more than 360 dispensaries in San Diego County alone. Due to this recent growth, this labor market analysis reviews online job postings data to determine the top jobs at dispensaries.

According to available labor market information, the majority of *Dispensary Occupations* are in the retail, sales, and logistics fields (e.g., sales representatives, delivery drivers). There are approximately two to five online postings for each of these occupations, indicating a very small labor market demand.

If the community colleges in the region were to provide training for *Dispensary Occupations*, modifying existing retail, sales and logistics programs to include a dispensary or marijuana component could address the small labor market demand for these occupations.

Introduction

While not yet legal at the federal level, 10 states have legalized recreational marijuana, with California passing legislation as of January 1, 2018. With the legalization of recreational marijuana, California dispensary license growth has increased between January 1, 2017, and September 30, 2018 by 331 dispensaries or 345 percent.¹ A dispensary is a store where patients or customers can legally purchase cannabis or marijuana for recreational or medicinal purposes. San Diego County alone has more than 360 dispensaries, and that number is expected to increase.²

Existing occupations have been modified to match the nature of the industry. Job titles such as “budtender” have been coined to sound like “bartender.” A budtender is responsible for initial greeting and assessing the needs of the customer. They educate and guide the customer on the benefits and differences of the stores products to inspire customer and patient confidence to create brand loyalty.

¹ Cannabis License Growth. newcannabisventures.com/california-cannabis-license-issuance-fuels-25-growth-in-number-of-u-s-dispensary-licenses/

² weedsta.com/dispensaries/in/california/san-diego-county/san-diego/other-san-diego-areas

To better understand the occupational needs of this industry, this report analyzes online job postings for *Dispensary Occupations* as of January 1, 2018, using key terms such as “dispensaries,” “dispensary,” “marijuana,” or “cannabis.”

Online Job Postings and Top Job Titles

Between January 1, 2018, and December 31, 2018, there were 36 online job posting for jobs with the keyword, *dispensaries*, in San Diego County. The top job titles include *Delivery Driver, Sales Representative, Brand Ambassador, Inventory Cycle Counter and Sales Manager* (Exhibit 1).³

Exhibit 1: Top Job Titles in Online Job Postings for *Dispensaries* in San Diego County (2018)⁴

Top Job Titles (Number of Online Job Postings)	
• Delivery Driver (5)	• Receptionist (3)
• Sales Representative (5)	• Business to Business Sales Representative (3)
• Inventory Cycle Counter (5)	• Office Administrator (3)
• Sales Manager (5)	• Outside Account Sales/Advisor (2)
• Brand Ambassador (4)	• Outside Sales Representative (2)

Similarly, during this period, there were 59 online job postings for jobs with the keywords, *marijuana* or *cannabis* in San Diego County. The top job titles include *Delivery Driver, Sales Representative, Brand Ambassador, Inventory Cycle Counter and Sales Manager* (Exhibit 2). Some of these job postings may overlap with those above under the keyword, *dispensaries*.

Exhibit 2: Top Job Titles in Online Job Postings for *Marijuana or Cannabis* in San Diego County (2018)⁵

Top Job Titles (Number of Online Job Postings)	
• Inventory Cycle Counter (5)	• Budtender (3)
• Sales Representative (4)	• Sales Executive (2)
• Manager (3)	• Operations Associate (2)
• District Manager (3)	• Marketing Coordinator (2)

³ Burning Glass Technologies. San Diego, CA. Full year 2018.

⁴ Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full year 2018.

⁵ Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full year 2018.

Top Employers

Between January 1, 2018, and December 31, 2018, the top employers that posted online job postings in San Diego County with the keywords, *dispensaries, marijuana, or cannabis*, were [Urbn Leaf](#), [Medmen](#), [Mme](#), [Outco](#), and [Medical Marijuana, Inc](#) (Exhibit 3).⁶

Exhibit 3: Top Employers in Online Job Postings for *Dispensaries, Marijuana, or Cannabis* in San Diego County (2018)

Employer (Number of Online Job Postings)	
<ul style="list-style-type: none"> • Urbn Leaf (9) • Medmen (6) • Mme (6) • Outco (3) 	<ul style="list-style-type: none"> • Medical Marijuana, Inc (3) • Grove (1) • West Coast Cannabis Tours (1) • Palomar Craft Cannabis (1)

Top Skills

Exhibit 4 lists the top specialized, soft, and software skills that appeared in online job postings for *dispensaries* between January 1, 2018 and December 31, 2018.

Exhibit 4: Top Skills in Online Job Postings for *Dispensaries, Marijuana, or Cannabis* in San Diego County⁷

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Social Media • Customer Service • Sales • Facebook • Instagram 	<ul style="list-style-type: none"> • Communication Skills • Detail-Oriented • Organizational Skills • Physical Abilities • Building Effective Relationships 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Word • Customer Relationship Management • Adobe Acrobat

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⁶ Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full year 2018.

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Important Disclaimers

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