

**NEW JERSEY DEPARTMENT OF STATE  
P.O. BOX 459, TRENTON, NJ 08625**

**NOTICE OF JOB VACANCY**

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<b>ISSUE DATE:</b>	<b>Dec. 19, 2023</b>	<b>CLOSING DATE:</b>	<b>Until Filled</b>
<b>OPEN TO:</b>	<b>State Employees &amp; External Applicants</b>	<b>SALARY:</b>	<b>\$70k minimum</b>
<b>DIVISION:</b>	<b>Business Action Center</b>	<b>POSTING #</b>	<b>STA-2023</b>
<b>TITLE:</b>	<b>Administrator, NJBAC Cannabis Training Academy – TEMPORARY – FULL-TIME</b>		

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**DEFINITION:** The Administrator of the NJBAC Cannabis Training Academy, under the supervision of the Academy's Director, will oversee, and facilitate, the day-to-day production, management and administration of the CTA program through Salesforce Experience, Salesforce Marketing and other LMS software and/or CRM management programs. As the front-line operations, technical lead, and project manager of the CTA, this individual is a self-starter and proactive and will work with the CTA Administration team, CTA students, CTA instructors and CTA mentors to create, implement, produce, test and deliver all virtual, online, NJBAC Cannabis Training Academy's content; including producing, managing, tracking and measuring success metrics related to all content created within, and engaged within, the CTA portal. The CTA Administrator will also organize and support in-person CTA workshops and events; including participating in, tabling, or speaking at related cannabis and ancillary events in and around New Jersey, as well as work to generate social media and marketing strategies that drive registration and student engagement within the CTA portal.

Important, and primary, technical aspects of this position include: overseeing daily academy activities which include creating, maintaining or editing necessary content (learning objects or media (including audio/video editing), learning plans, learning tracs, catalogs, managing assignments, surveys, quizzes, newsletter/emails, modifying UI using Community Builder, creating standard learning or media reports using Salesforce user reports and dashboards, or creating email templates), testing, demoing, debugging necessary content, and publishing necessary content into the CTA portal.

Other technical responsibilities include: Scheduling and hosting virtual and in-person Q&A sessions, programs and events, matching instructors and mentors to class schedules/sessions; set-up, starting and monitoring classes and mentoring sessions; proactively communicating with participants, improving overall business activities, outreach, onboarding and training instructors, mentors, volunteers, and students; managing budgets, payments and key performance indicators. The ideal candidate will be as passionate about reparative and social equity work in cannabis as they are about providing an exceptional quality and experience for every academy participant. Communications and online technical skills with Salesforce and CRM software are essential to support outreach and real-time requests for information.

**Key Functions & Responsibilities:**

- Responsible for pro-active coordination, planning, directing and overseeing and implementing daily business/operational activities and operational excellence in delivery of the academy programs;
- Leads course program content conception, production, development, implementation and administrative oversight (e.g., develops CTA-related content including webinars, courses, media, quizzes, surveys, report and dashboards, schedules, manages online platform, student enrollment and tracks participation and other engagement metrics), develops, edits and manages standard operational

procedures around all content creation, workflow and journeys) and reviews and evaluates program activities.

- Set up and maintain program records, contracts and tracks results, reports, budgets, contracts and agreements.
- Build systems to maintain communication with supporting vendors and agencies such as OIT and Appinium address any technical issues, bugs or implement new features or software into the CTA.
- Drives efforts to maximize awareness of and admissions to program through outreach and awareness efforts and social media production.
- Accountable as point of contact for day-to-day program operations and cross-department issues to ensure appropriate resources, both internal and external, are available. Communicates announcements to students and responds to questions and concerns regarding the program/content/delivery.
- Supervises vendor contracts, interns, volunteers and key operational and outcome metrics with assistance from the team. Sets targets, creates forecasts and drives action plans to achieve results.
- Drives the execution of the Cannabis Training Academy strategic success objectives (volume and outcomes achievement) and growth (expansion of courses, pop-up webinars, live events, ancillary training and community partnerships) in partnership with the Executive Director and NJBAC leadership.
- Develops strong relationships with the cannabis community partners and other key stakeholders at multiple levels, internally and externally.
- Creates and generates necessary and relevant SOPs, guides, work plans and other documenting items to ensure all production and content creation are accounted for and can be easily replicated, mirrored or implemented by other CTA staff members.

The successful candidate has a high level of competency in running online platforms such as learning management systems, CRM/auto-responder systems, newsletters and social media. This person should also be very interested in UX/UI design to ensure user participation in the Academy is seamless, accessible and functional. This person also should have a passion to be part of creating an equitable cannabis industry in New Jersey and staying current on cannabis industry marketing and trends.

A successful applicant is entrepreneurial, a self-starter with demonstrated project management success, detail- and customer-service-oriented. Excellent organization skills; written and oral communication; experience with technology, and the ability to quickly pick up new technology systems. Comfortable in a fast-paced environment with strong interpersonal skills and the ability to work independently and manage daily interactions with clients.

This position is part of an integral team responsible for upholding the State of New Jersey's commitment to an equitable cannabis industry especially for populations most impacted by the war on drugs and to make sure that the training program meets its intended mission, vision, goals and objectives.

The NJBAC is not a regulatory- or policy-making entity, however the administrator will be expected to develop and maintain expertise in the cannabis law and regulations. The administrator is a quick-study with a willingness to learn about public policy and New Jersey's regulatory and legislative processes so the NJBAC can adapt its programs and practices to a highly-regulated, rapidly-evolving industry.

As an early hire of the NJBAC's Cannabis Technical Assistance and Training program, the Cannabis Program Administrator will be expected to assist with other duties as they arise and be willing to adapt as the program grows.

## **SKILLS:**

- Preferred graduation from a four (4) year college or university with combined experience in major course work in communications, project management with 5+ years related work experience.
- Project management and product management experience is preferred
- Experience with CRM systems like Salesforce, Zendesk, HubSpot
- Experience with building out learning management software systems and production elements through Salesforce and/or other CRM or LMS systems
- Experience with newsletter creation and marketing through Salesforce or other newsletter softwares like Mailchimp
- Experience working with state and local governments and/or agencies.
- Experience of at least three years' preferred working in start-up environments.
- Strong project management skills and ability to effectively manage multiple projects with competing priorities.
- Ability to execute within tight timeframes with attention to detail and accuracy.
- Ability to lead, take initiative and work independently to drive projects, meet deadlines and get results.
- First-rate writing skills and the ability to communicate effectively with a wide variety of audiences.
- Comfort with proactive communication with CTA staff members to ensure any production needs, tasks or other administrative needs are addressed, completed and fulfilled.
- Ability to handle and support calendar booking and meeting organizing for CTA staff members
- Resourceful analytical thinker and problem-solver with excellent judgment. Creative in seeing connections that others do not; successfully applies ideas drawn from seemingly unrelated contexts and generates useful solutions to solve problems.
- Ability to translate regulatory requirements into easy-to-understand language for general audiences.
- Outstanding collaboration skills with a learner's mindset.
- A self-starter that takes ownership and pride in work, thrives on change; knows how to solve problems amidst ambiguity and finding a path or resources to make things happen.
- Experience in executive communications, policy and bureaucracy a plus.
- Experience with analyzing data and turning that information into reports for the general public to include key performance indicators, measurements and engagement strategies.
- Strong proficiency in Windows-based computer software applications for developing documents, presentations, reports and spreadsheets.
- Working knowledge of PowerPoint, webinar platforms, email auto responder systems and video-graphics creation/production/editing programs such as Adobe or Canva. Quick study with technology to build and manage a learning management platform that will house all courses and track students as well as mentors.
- Knowledge of Salesforce is a plus.
- Knowledge and relevant work experience within cannabis industry (ancillary or plant touching)
- Knowledge of New Jersey cannabis laws and regulations
- Familiarity with video/editing programs, such as Adobe Premier or Final Cut Pro

## **REQUIREMENTS:**

**EDUCATION:** Degree from a four (4) year college or related experience

**EXPERIENCE:** Experience in project management, program development and coordination, communications, adult learning-education, outreach, social media, CRM and LMS systems, technical production, and event planning

Knowledge in and passion for the cannabis industry and social equity is required.

**NOTE:** Position is eligible for remote work two days a week.

**LICENSE:** Appointee will be required to possess a driver's license valid in New Jersey only if the operation of a vehicle, rather than employee mobility, is necessary to perform the duties of the position.

**RESIDENCY LAW:** Pursuant to N.J.S.A. 52:14-7 (L.2011, Chapter 70), also known as the “New Jersey First Act,” which became effective September 1, 2011, all persons newly hired by the Executive Branch on or after that date shall have one year from the date of employment to establish, and then maintain principal residence in the State of New Jersey. New Jersey State employees hired prior to September 1, 2011 who transfer from within the Executive Branch or from another State of New Jersey appointing authority without a break in service greater than seven days but who reside outside the State of New Jersey are not required to change their principal residence to New Jersey in order to comply with the act.

**AUTHORIZATION TO WORK:** Selected candidate must be authorized to work in the U.S. according to Department of Homeland Security, U.S. Citizenship and Immigration Services regulations.

**APPLICANT INFORMATION:** Please note that only applicants who submit an application, cover letter and resume by the closing date to [Employment.Recruiter@sos.nj.gov](mailto:Employment.Recruiter@sos.nj.gov) will be considered for employment.

Employment applications can be found here: <https://www.nj.gov/state/assets/pdf/employment/hr-application.pdf>

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