

ATTACHMENT NO. 1
**Furnish Temporary Staffing Services – Communications Specialist Position – for the Office
of Medical Cannabis Control and Regulation**
SCOPE OF WORK

I. General Information

Vendor agrees to furnish staffing services by providing a temporary hire for a Communications Specialist position to perform all duties and responsibilities as set forth in the below “Duties and Performance Requirements” section.

Services furnished shall be for a period of 480 work hours with the option for the program to award and/or extend the service for additional hours as necessary.

Provided temporary hire shall be required to work as part of the program’s office team. Standard work hours will be Monday through Friday, 7:45 a.m. to 4:30 p.m., to exclude State observed holidays. The Office of Medical Cannabis Control and Regulation (OMCCR) shall determine and dictate the temporary hire’s duties, work schedule, and set the total number of hours worked per week.

Standard on-site work duties shall be performed at 3652 Kilauea Avenue, Honolulu, Hawaii 96816.

For the purpose of this solicitation, Ariel Matsumoto, Administrative Specialist, or designee, shall be the acting point of contact. The telephone number and email at which she may be reached is (808) 733-2121, or at ariel.matsumoto@doh.hawaii.gov.

II. Duties and Performance Requirements

The Department of Health, Office of Medical Cannabis Control and Regulation (OMCCR), is seeking a temporary hire Communications Specialist to manage and coordinate all communications activities related to OMCCR’s public health education initiatives. This position provides project oversight, content review, workflow management, and cross-platform coordination for a statewide social-media public health campaign, graphic design and video production deliverables, and OMCCR’s education and resources webpage for patients, providers, and the public. The Communications Specialist ensures that all produced materials are accurate, culturally appropriate for Hawai‘i, aligned with OMCCR messaging, and compliant with Department of Health policies and state requirements. The duties and responsibilities shall include the following:

A. Project Coordination & Workflow Management

- Serve as the primary point of contact between OMCCR and all communications contractors.

- Coordinate project timelines, deliverable schedules, and approval workflows across social media, video production, graphic design, and web content.
- Facilitate regular meetings with contractors and OMCCR staff, track action items, and ensure timely follow-through.
- Maintain organized documentation of drafts, approvals, scripts, storyboards, analytics, and final deliverables.
- Develop written communications—including press releases, internal updates, and public-facing announcements.
- Coordinate review and approval of written materials to ensure accuracy, clarity, and alignment with OMCCR messaging.

B. Content Review & Quality Assurance

- Review all contractor-submitted materials—including social media posts, videos, graphics, photographs, collateral designs, and web content—for:
- Assist in providing feedback and ensure revisions are completed within required timelines.
- Verify that all content is original and meets OMCCR’s standards for clarity, tone, and accessibility.

C. Social Media Campaign Oversight

- Oversee contractor performance on all aspects of the social-media campaign, including but not limited to:
 - Posting frequency and platform management
 - Ensure delivery of the final evaluation report and recommendations.
 - Coordinate OMCCR’s internal review and approval of all social-media content submitted in advance.

D. Graphic Design & Video Production Oversight

- Oversee contractor execution of all videos and design deliverables, including but limited to:

Production Monitoring and management

- Monitor the progress on design of educational videos, photographs, infographics and newsletters templates and other IEC material
- Ensure videos meet OMCCR expectations for accuracy, cultural appropriateness, and platform suitability.
- Coordinate with OMCCR to identify volunteer participants when needed.
- Review concepts, edits, and final assets for quality and alignment with OMCCR’s educational goals.

- Coordinate the review of all design drafts for accuracy, readability, and consistency with OMCCR branding.
- Coordinate with OMCCR on printing needs (contractor responsible only for design).

E. OMCCR Webpage Communications Management

- Oversee development, updates, and maintenance of OMCCR’s education and resources webpage.
- Coordinate with internal web developer to ensure timely delivery of web-ready graphics, videos, and written content.
- Assist in reviewing and approving all webpage content
- Ensure alignment between webpage content, social-media messaging, and printed collateral.
- Track and manage updates to ensure the webpage remains current, accurate, and user-friendly for patients, providers, and the public.

F. Deliverables

- Assist in adjusting current communications plans

III. Temporary Hire Qualifications

Provided temporary hire must demonstrate the knowledge, skills, and experience necessary to manage and coordinate OMCCR’s multi-component communications projects, including social media, video production, graphic design, and web content development.

Temporary hire must have a minimum of **two (2) years of progressively responsible professional experience** in public information, health communications, or social marketing. Experience must demonstrate:

- Experience digital media, or strategic communications. Public health communications preferred.
- Strong project management and organizational skills.
- Ability to review and synthesize complex information.
- Manage and coordinate multi-component communications projects involving social media, video production, graphic design, and web content.
- Review and synthesize complex information for accuracy and clarity.
- Evaluate and provide feedback on scripts, storyboards, graphics, photographs, and multimedia content.
- Oversee contractor deliverables and ensure adherence to timelines, quality standards, and organizational requirements.
- Ability to develop written communications
- Ensure that communication materials are culturally appropriate for Hawai‘i communities.
- Collaborate effectively with internal teams, external vendors, and subject-matter experts.

Preferred Experience

- Experience with communications related to cannabis, substance use, behavioral health, or other sensitive public health topics.
- Experience working with Hawai‘i-based communities, cultures, and communication norms.
- Familiarity with state government communications processes, including legal and policy review requirements.

Temporary hire must be able to operate common office equipment such as computer, scanner, fax copier, etc., and all other necessary technological and physical equipment required to perform the duties and responsibilities of the position.

Vendor must provide and attach the applicable temporary hire’s resume at the time of the official solicitation bid (vendor shall provide necessary safeguards for temporary hire’s personal private information when doing so).

IV. Work Scheduling

Program may schedule the temporary hire to work up to forty (40) hours per workweek (to be defined as Monday through Sunday) and shall not exceed the maximum forty (40) hours. Any hours of work, or in any increments thereof, which are not scheduled, set, and/or approved by OMCCR and/or exceed the maximum forty (40) per workweek shall not be a compensatory responsibility of the program.

Remote work options may be offered at the discretion of OMCCR. OMCCR reserves the right to approve, deny, or adjust the remote work option(s) at any time during service period(s) with or without advance notice. Remote work options, if applicable, shall be arranged and set by OMCCR.

Program shall provide the vendor, and temporary hire, with a monthly work schedule. Due to the fluctuating needs and requirements of the program, OMCCR reserves the right to adjust the temporary hire’s work schedule at any time with or without advance notice. Should adjustments to the work schedule be required, the program shall notify the vendor and temporary hire of changes.

V. Charges and Billing

The program shall pay the vendor the submitted bid-fixed price for each completed work hour. A “completed work hour” shall be defined as any hour worked by the temporary hire which meets the requirements stated above and are delivered in satisfactory accordance with the “Duties and Performance Requirements” section. The vendor shall not charge other fees or request reimbursement of any costs in addition to the fixed hourly price.

OMCCR shall not pay the vendor for any incomplete, unsatisfactory, and/or additional services not stated in this Scope of Work.

Should quality and/or quantity of duties, performance, and/or work hours provided by the temporary hire be unsatisfactory and/or incomplete, the program shall immediately notify the

vendor in writing. Program shall not provide payment for unsatisfactory and/or incomplete work hours until issues are rectified and completion met. Program may request the vendor provide another qualified temporary hire to replace any temporary hire whose performance is deemed unsatisfactory.

The vendor shall submit official invoices for payment in monthly or bi-monthly increments for completed services. Invoices shall include temporary hire's worked dates, start/end times, and total hours. All invoices shall be submitted to the program's designated point-of-contact.

VI. Recordkeeping and Availability of Records

Vendor agrees to maintain full and accurate records. Required records include, but are not limited to, logs/registers tracking total work hours completed (times, dates, totals), approved changes/adjustments to applicable work schedules, program and/or vendor memorandums, letters, and/or correspondence if applicable, invoice/billing records, etc.

After the completion of each service month or bi-monthly period (if required and set by the program), the vendor shall submit copies of records that shall contain the temporary hire's completed work schedule, including all applicable dates and start/end times, total number of hours worked, and balance of work hours not yet furnished. Invoices that include the required record information may be substituted for this requirement.

Vendor agrees that books and records pertaining to the vendor's provided services shall be made available to OMCCR upon request and agrees to retain all records for inspection and audit by authorized federal and State representatives at any reasonable time and place for a period of three (3) years after the final payment for services. In circumstances where audit findings have not been resolved, records shall be retained beyond the three-year period until resolution.

VII. Additional Terms and Conditions

The program may terminate the service agreement at any time upon a minimum of one (1) month prior written notice. However, the program reserves the right to end services, at any time, for systemic and/or unrectified quality and/or completion issues of services provided by the vendor.

The vendor shall furnish the above stated service(s) for a total of 480 hours unless the program awards and/or extends the term of service for additional hours.

Award and/or extension(s) of service hours shall be determined by the program's bona fide needs and dependent upon available funding.

VIII. Bid Requirements

Vendor must provide and attach the applicable temporary hire's resume at the time of the official solicitation bid (vendor shall provide necessary safeguards for temporary hire's personal private information when doing so).

Any vendor providing a bid must provide a consistent hourly bid across all line items to ensure bids can be calculated fairly.

Any vendor who does not follow the bid requirements will be disqualified.