

SCOPE OF WORK

The primary purpose of this CONTRACTOR is to provide strategic creative services, marketing, branding, art direction and strategic communications support in the development of graphic materials and content for internal and external communications for the Hawaii Department of Human Services, Med-QUEST Division (MQD) over the course of 12 months with the option to extend as appropriate.

The CONTRACTOR would require a high level of experience in creating and disseminating effective communication materials that are culturally and linguistically appropriate to our local communities in Hawaii.

The CONTRACTOR will strategize, plan, and develop graphic materials and content for projects, campaigns, and initiatives related to MQD priorities.

MAJOR DUTIES AND RESPONSIBILITIES

- A. Research and Gather Information
 - 1. Research best practices on relaying information about the need for Medicaid clients to respond to communication from MQD.
 - 2. Works with MQD to leverage nationally produced and available materials to enhance targeted communications for Medicaid members in Hawaii.
- B. Perform Graphic Design
 - 1. Create artistically appealing and effective images, graphics, layouts, photos, videos, illustrations and concepts that convey messages identified by the MQD communications team members.
 - 2. Develop a suite of assets for the project, related projects, and department-wide communications, including project logos, layout templates, etc.
 - 3. Develop and maintain visual brand and style for MQD that coordinates with department-wide communications, including common color schemes and other visual elements that should be used across projects, divisions, and programs.
 - 4. Select appropriate graphic and other communications methods and styles to best relay a specific message to a designated audience; identify new and creative ways to relay messages in effective ways.
 - 5. Review all graphic and visual collateral to ensure no errors are present before dissemination. Make edits as necessary.
 - 6. Analyze effectiveness of graphic elements used in communications. Make recommendations to increase effectiveness based on analysis for future communications and graphic content.

7. Ensure high standards of visual execution across assets and collateral that is consistent with the overall visual tone determined in conjunction with the MQD communications team members.
- C. Support Strategic Communications
1. Manage development of project/campaign graphics and images from brainstorming through execution and dissemination, keeping the MQD communications team apprised of each major step in the process.
 2. Support MQD-wide communications by determining the given project's graphic needs/requirements. Work with the MQD communications team on visual and graphic decisions.
 3. Provide advice on strategies to reach each audience through graphic content and visual elements.

DELIVERABLES – Over 12 months

- Editorial content (marketing/collateral materials)
- Media placement coordination
- Social media/website graphics (12-13 marketing/collateral materials)
- Refreshed Bus poster design
- Refreshed Social media/ website graphics (12-13 marketing/collateral materials)
- Refreshed E-newsletters for various audiences (4-6)
- Refreshed Public Service Announcements for tv, radio, social media and theater (6)
- Updates to MQD Member Handbook

PAYMENTS

CONTRACTOR shall complete this work for \$100,000 or less. Payments will be made according to the following submissions:

- 20% upon successful kick-off between DHS and CONTRACTOR
- 20% upon delivery and acceptance of first quarter
- 20% upon delivery and acceptance of second quarter
- 20% upon delivery and acceptance of third quarter
- 20% upon delivery and acceptance of fourth quarter and remaining collateral

CONTRACTOR must be registered in Hawaii Compliance Express and either be on the Department of Human Services vendor list or be willing to complete the forms to be added to the list.

TIMEFRAME

We anticipate this contract engagement to begin on September 2026 – August 2027. Unless terminated, the contract may be extended without re-bidding, upon mutual agreement in writing between the State and the CONTRACTOR, prior to the expiration date, for an additional twelve (12) months.

MINIMUM REQUIREMENTS

The selected bidder must meet the following qualifications to be considered for award:

5 years of strategic creative services, marketing, branding, art direction that is linguistically and culturally appropriate for our diverse communities in Hawaii. Including at least one (1) year of strategic communications and marketing support in the development of graphic materials and content for internal and external communications for a Medicaid agency. Qualifications should also demonstrate - an understanding and knowledge of Medicaid benefits and general state government processes.