



Job Post

Title: Senior Healthcare Consultant – Engagement Design Focus

Location: Burlington, MA/Hybrid, potentially fully remote

Position Type: Full Time, Part Time Contract, or Full Time Contract

Who We're Hiring Right Now

The Senior Healthcare Consultant - Engagement Design focuses on translating business objectives into high-impact, behavior-changing consumer engagement strategies and campaigns. This role is responsible for designing how engagement works, including segmentation, messaging, channel strategy, and campaign structure while collaborating closely with delivery teams to ensure execution aligns with design intent.

What You'll Own

- Design successful healthcare consumer engagement strategies aligned to client business goals such as Stars improvement, gap closure, adherence, and cost reduction that change healthcare payer member behavior at scale.
 - Apply behavioral science principles to improve healthcare consumer engagement and outcomes.
 - Build multi-channel campaign architectures across email, SMS, web, call center, and other channels that are grounded in how health plan members make decisions, not just how clients want to reach them.
 - Build and defend segmentation and targeting strategies that deliver the right message to the right member at the right moment.
 - Drive member communications strategy focused on behavior change, not just reach.
 - Develop campaign briefs, creative briefs, and test hypotheses.
 - Define testing strategies (A/B, multivariate) and measurement approaches that prove what worked, quantify impact, and generate insights that iterate the next campaign.
 - Own the relationship with execution teams to ensure campaigns are delivered as designed.
 - Present recommendations to client stakeholders with enough clarity and conviction that they act on them.
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What You'll Improve

- Evaluate current campaigns with a critical eye and identify what is underperforming, diagnose why and redesign with a clear performance hypothesis.



- Re-engineer engagement journeys to improve performance and scalability.
- Build communication strategies for high stakes use cases such as medication adherence, care gap closure, and enrollment, where the cost of disengagement is real and measurable.
- Support development of healthcare consumer engagement roadmaps and transformation plans.
- Contribute to development of reusable engagement frameworks and best practices.

What you Bring

- Demonstrated experience owning consumer engagement campaigns from strategy through launch, with results you can speak to specifically. Total years matter less than depth of ownership. However, qualified candidates typically have at least 4 or more years' related experience.
- Healthcare experience, ideally with health insurance plans. Candidates with PBM or providers may be considered. You should possess enough fluency in the business to understand what a Star Rating movement or gap closure rate means for a health plan client.
- Working command of segmentation, targeting, and messaging strategy, not as concepts but as tools you have applied to real populations with real business objectives.
- Experience designing across multiple channels (email, SMS, web, etc.) with an understanding of how channel choice affects member behavior.
- The ability to translate ambiguous client problems into structured engagement strategies, and to present those strategies to senior stakeholders with clarity and confidence.
- Experience working across cross-functional teams including data, creative, and technology, with enough range to hold a substantive conversation in each domain.
- Familiarity with how marketing technology platforms enable or constrain campaign execution. You do not need to be a platform administrator, but you should understand what a CRM or marketing automation tool can and cannot do.

What will Set You Apart

- You have applied behavioral science frameworks, such as nudge theory or motivational interviewing principles, to real healthcare consumer communications and can speak to what changed as a result.
- You are fluent in health plan performance metrics, including Stars ratings, HEDIS gap closure rates, and medication adherence lift, and understand what movement in those numbers means for a client's business.



- You have used campaign performance data to redesign strategy, not just summarize it. You can name a specific decision you made based on data and describe what happened next.
 - You understand how CRM and marketing automation platforms shape what is possible in campaign design, and you factor those constraints and capabilities into your strategic recommendations from the start.
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Education

*Bachelor's degree in Business, Marketing, Healthcare, or related field
Advanced degree preferred*

**Interested candidates should email a cover letter and resume to
Careers@Engagys.com.**

**All candidates must be authorized to work in the United States. We cannot provide
visa sponsorship now or in the future.**

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