



## Job Description

**Title:** Senior Healthcare Consultant – Member Engagement Transformation

**Location:** Burlington, MA/Hybrid, potentially fully remote within the USA

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

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### Who We're Hiring Right Now

The **Senior Healthcare Consultant, Member Engagement Transformation** role defines how people, process, and technology can be transformed to improve the healthcare consumer experience. You will be responsible for translating strategy into operational improvements in governance, health plan member experience, data management, technology architecture, and more. This is a hands-on, high-ownership role suited for someone who is equally comfortable in a platform configuration screen and a client meeting, and who finds satisfaction in the discipline of operational excellence.

### What You Will Own

- Configure campaign workflows, journeys, and business rules within client marketing technology platforms.
- Translate health plan member engagement strategies into business requirements for member interaction systems.
- Define and operationalize health plan member engagement processes by partnering with data, analytics, and IT teams to translate segmentation and personalization strategies into scalable system workflows and governance standards.
- Establish and enforce quality assurance frameworks across engagement platforms, ensuring data integrity, process compliance, and reliable execution of member-facing programs.
- Assess operational performance across engagement technologies and workflows, identifying systemic issues and translating insights into actionable improvements in processes, tooling, and team enablement.



- Collaborate cross-functionally with client stakeholders, technology teams, and operations leaders to design and sustain efficient, scalable engagement infrastructure aligned to enterprise priorities.
  - Drive adoption of agile delivery models and continuous improvement practices, embedding repeatable processes, clear roles/responsibilities, and performance feedback loops across teams and systems.
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## What You Will Improve

- Access existing member engagement operations and identify opportunities to improve process efficiency, scalability, and automation across teams and enabling technologies.
  - Define and document enterprise engagement processes, governance models, and best practices that can be standardized and reused across business units, programs, and client environments.
  - Support the evaluation, selection, and implementation of engagement technology ecosystems, including CRM, marketing automation, and customer data platforms, with a focus on integration, usability, and long-term scalability.
  - Contribute to the design of operational reporting frameworks and performance dashboards that provide leadership with clear visibility into system performance, process adherence, and overall engagement effectiveness.
  - Identify and close gaps between strategic design (e.g., segmentation, experience strategy) and operational execution by aligning people, processes, and technology into a cohesive and sustainable delivery model.
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## What You Bring

- 4–8+ years of experience supporting healthcare engagement operations, transformation, or consulting within health plans, with a demonstrated track record of owning and improving processes, systems, or operating models (depth of ownership prioritized over tenure).
- Practical experience working with engagement platforms and enterprise systems, with the ability to understand configuration logic, diagnose operational issues, and translate business requirements into scalable system designs.
- Working knowledge of engagement technology ecosystems (e.g., CRM, marketing automation, customer data platforms), including how platform architecture, integrations, and data models enable or constrain operational capabilities.



- Strong understanding of end-to-end engagement workflows and segmentation frameworks, with experience applying them to real member populations in a way that drives measurable business outcomes.
  - Proven ability to translate business objectives into structured operating models, process designs, and system requirements, and to communicate clearly with both technical and non-technical stakeholders.
  - High standards for operational rigor and quality control, with a focus on data integrity, process adherence, and system reliability across complex environments.
  - Demonstrated ability to manage multiple workstreams and competing priorities within a structured delivery model, maintaining attention to detail while advancing broader transformation objectives.
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## What Will Set You Apart

- Healthcare experience, ideally with health plans. You understand what a Stars rating movement or gap closure rate means for a client's business, and that context shapes how you work.
  - Direct experience with platforms such as Salesforce Marketing Cloud or comparable enterprise marketing automation tools.
  - Familiarity with data structures, integrations, and personalization logic, and the ability to hold a substantive conversation with data engineers and architects about how those systems connect.
  - Experience working in agile or sprint-based delivery environments where speed, adaptability, and clear communication are essential.
  - A track record of using campaign performance data to improve execution, not just report on it. You can describe a specific change you made based on what the data showed and what happened as a result.
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## Education

- Bachelor's degree in Business, Healthcare, Information Systems, or a related field
  - Advanced degree preferred
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**Interested candidates should email a cover letter and resume to**

**[Careers@Engagys.com](mailto:Careers@Engagys.com).**

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