

Department: Human Experience Strategy (HXS)

Position: Senior Strategist, HXS

Reporting To: Strategic Director, HXS

About Us:

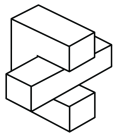
As a Patient Experience Organization (PXO), we are “patient-obsessed” — we see patients as people FIRST and represent them through a human lens. We are a highly strategic collective of human-centered thinkers committed to helping people feel more in control of their health journey. We provide a full suite of strategic advisory, marketing and disease-state communications, patient/stakeholder CRM engagement services, and technology innovations.

Description:

We are seeking a qualified candidate for the position of Senior Strategist in the Human Experience Strategy (HXS) Group at ENTRADA. Reporting to the Strategic Director of HXS, the successful candidate will be responsible for leading and supporting ENTRADA’s key strategy and market research projects. This highly strategic and detail-oriented individual will have a passion for patients, solving marketing challenges, and will thrive in a multi-project, high-paced, environment. This role is pivotal in ensuring the quality of our slide presentations, thoroughness of our research, and should have a high comfort level presenting to and liaising with Clients.

Responsibilities:

- **Serves as the champion and key point of contact for the client and internal ENTRADA team on assigned projects**
 - Foster deep trusting relationships with clients
 - Independently spearhead deliverables, including highly impactful PowerPoint presentations
 - Manage client expectations in terms of final deliverables, timing and costs
 - Listen for organic growth opportunities and help to develop a positive customer experience that ultimately results in repeat assignments
 - Assess internal resource needs and proactively include other teammates at the appropriate juncture in a project to contribute to overall client success
 - Provide internal teammates with necessary documentation and briefing for your assigned projects when needed
 - Contribute new ideas for your clients’ business to be implemented by ENTRADA or 3rd parties to effectively pull through a brand’s strategic imperatives
 - Support ENTRADA team as strategic needs arise
- **Creation of client brand and market strategy**
 - Drive strategic direction and decision making with clients and internal ENTRADA team
 - Prepare and deliver articulate, polished, and well thought out oral presentations to clients



- Participate in/lead internal brainstorming meetings to determine optimal vision, strategy, strategic imperatives and drivers
- Develop and document strategic roadmaps for internal and client presentations
- **Lead qualitative and quantitative market research projects**
 - Develop discussion guides and surveys
 - Be an active participant (listening, summarizing, conducting interviews when needed) in patient or physician research projects
 - Distill and document key insights from the research
 - Craft strategically driven reports for client presentation and distribution
 - Develop question sets and assist in scheduling internal team interviews with clients
- **Proactively manage project operations**
 - Participate in business development efforts with new and existing clients
 - Manage 3rd party vendors (e.g., market researchers, analysts, strategic partners) including coordination of vendor bids, review/comment on discussion guides and reports, and oversight of interview scheduling and logistics
 - Ensure all projects are delivered on time and within the hours allocated in the SOW
 - Maintain profitability on all assignments

Required Skills & Experience:

- 4+ years in life science consulting, traditional/digital agency experience or similar
- Strategic-related healthcare experience on the HCP, Patient, or Digital side
- Patient or HCP CRM strategy work a huge plus
- Demonstrated work in oncology, gene therapy, specialty care/rare disease markets preferred
- Proficient in developing compelling and visually impactful client presentations—hands on slide visualization and creation a must
- Fundamental understanding of qualitative and quantitative market research
- Behavioral science background or experience an advantage
- Proven problem-solver with a hunger to solve challenges
- Well-developed interpersonal skills and experience in interacting with senior stakeholders
- Exemplary client service skills with the ability to maintain and extend client relationships
- Assertive and able to take charge of a situation when appropriate with the ability to lead, motivate, and influence others
- Excellent time management, organizational skills, and attention to detail
- Fluent, clear, and articulate in verbal communication with the ability to convey interest and enthusiasm when presenting
- Skilled in Microsoft Office Suite
- Ability to work independently
- 4-year or higher degree in the fields of marketing, business, public health, or related field of study

What's in it for you?

- You will be part of a growing, diverse, vibrant community; teams pushing the boundaries of new business capabilities and emerging technologies and services, sharing their experiences and lessons learned with each other. You'll have the chance to thrive in an environment where your ideas are valued and your voice matters
- At ENTRADA, you will be able to work on meaningful and innovative projects that impact the way patients experience their health journey
- ENTRADA will continually invest in your learning and growth. You will be mentored by highly seasoned professionals with decades of experience in healthcare strategy and research
- You'll be immersed in the design and implementation of human-centric solutions to help solve complex challenges with some of the world's largest companies

Benefits

Regular, full-time employees working 40 hours or more hours per week are eligible for comprehensive benefits including: Medical, Dental, Vision, Life, STD/LTD, 401(K), Paid time off (PTO) or Flexible time off (FTO), and the company performance bonus program.

ENTRADA is committed to a culture that embraces boldness, empathy, and joy. Our promise is to champion diversity, build an inclusive and connected company, and do our part to create a more equitable experience for all.

ENTRADA is an equal opportunities employer AA/M/F/Veteran/Disability.

Annual Salary Range/Compensation

\$112,500 to \$128,500 commensurate with experience and skill set.

ENTRADA also offers a commission program for eligible candidates.

Other Employment Statements

Applicants for employment in the US must have work authorization that does not now or in the future require sponsorship of a visa for employment authorization in the United States.