

Content Strategy-Writer - Chicago, IL - 565374

Position Description

This isn't packaged goods. It's a bigger challenge than that. Here you're making a difference in people's lives, starting with your own. Join us and start doing **your life's best work.(sm)**

As the healthcare industry shifts to be consumer-focused, UnitedHealthcare is launching a program to envision, incubate, and bring to life bold, new models to reinvent people's healthcare experience. We will simplify, personalize, and connect through new product and service offerings that enable people to effectively utilize their insurance benefits, improve their health, and better manage the cost of healthcare. The goal is to rapidly develop, test, and iterate new experiences in a lab environment.

The Content Strategy-Writer will be in charge of writing content for end-to-end consumer experience design. Content development may include any and all communications sent to our members including welcome materials, contact center scripts, key messages from website and mobile applications, benefits and payment information, and member education.

Primary Responsibilities:

- Invent new ways of communicating complicated concepts and terms that enable people to easily navigate the healthcare system
- Develop innovative content, tailored to the specific medium and audience requirements (e.g., emails, speeches, scripts, press releases, talking points, web sites, briefing packets, preparation materials, backgrounds, and training decks)
- Ensure all the right people are involved and understand their responsibility in the communication process
- Manage the communication resources for the team and make sure we have the right technology, vendors, and talent to ensure success
- Define how to measure the success of newly developed communication programs using both quantitative and qualitative measures (e.g. surveys, focus groups, site visits, email open rates, interviews, and anecdotal data)
- Evaluate new communication campaigns to identify lessons learned and recommend changes
- Gain buy-in and approval from key internal and external departments on project goals and success measures
- Review communications with internal groups to ensure the content meets the applicable requirements (e.g., Legal, Clinical, Compliance)

Requirements

Required Qualifications:

- Passion for creativity and the ability to think boldly
- 5+ years of professional writing and editing experience
- Demonstrated success in translating technical information into layman's terms. Must be able to demonstrate the ability to make communications simple and clear
- Writing samples

Preferred Qualifications:

- Bachelor's Degree in Communications, Journalism or Public Relations
- 5+ years of experience with intranets and social media (i.e., blogs, pod casting, etc.)

Careers with UnitedHealthcare. Let's talk about opportunity. Start with a Fortune 17 organization that's serving more than 85 million people already and building the industry's singular reputation for bold ideas and impeccable execution. Now, add your energy, your passion for excellence, your near-obsession with driving change for the better. Get the picture? UnitedHealthcare is serving employers and individuals, states and communities, military families and veterans where ever they're found across the globe. We bring them the resources of an industry leader and a commitment to improve their lives that's second to none. This is no small opportunity. It's where you can do **your life's best work.**SM

Diversity creates a healthier atmosphere: All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, protected veteran status, or disability status.

UnitedHealth Group is a drug-free workplace. Candidates are required to pass a drug test before beginning employment. In addition, employees in certain positions are subject to random drug testing.

Job Keywords: member communications, content strategy, Consumer Communications, Chicago, IL, Illinois