



## Digital Content Specialist

### DIS, part of Constellation Dealership Group

**Location:** Bellingham or North America Remote

**Position Type:** Fulltime/Permanent

**Travel:** ~15%

#### Our Company:

Dealer Information Systems Corporation (DIS) is a leading business management software provider to agricultural, construction, truck refrigeration, and lift truck dealers in North America. Founded in 1980, based out of Bellingham WA (USA); we are a team of 150+ professionals providing Software, Hardware, and Network Management solutions for our North American customers.

Company Profile: <https://www.discorp.com/>

#### About the role:

Our Digital Content Specialist will create and own our plan to increase knowledgebase usage, ease of use, and customer adoption. This person will continuously seek to improve content, search functionality, and optimization of our Team Support knowledgebase. Additionally, the person in this role will create content strategies, research trending topics, and write/edit/update content for our products, based upon research data, Customer, Support, Product, and R&D feedback. This role will establish and follow brand and style guidelines across all DIS products and customers. This person will also create and monitor website traffic and Key Performance Indicators (KPI's) to ensure it's working properly and efficiently, and to respond to all relevant knowledgebase feedback.

#### Position expectations:

- Create, track and report on knowledgebase performance, usage, and issues and opportunities
- Create a prioritization list for new and updated content driven by need / demand
- Quantify and improve knowledgebase site searchability (reduce clicks and improve relevant search results)
- Create a documentation "style" standard across all products
- Create omni-mode content (written, video, tutorials, trainings, audio, etc.)
- Collaborate with internal teams (e.g., Marketing, Product, R&D, PSG etc.)
- Create and maintain internal site content for organization, content, accuracy, and brand
- Leverage data and insights to inform content development
- Write high-quality, detailed, and data-supported content strategy documents
- Collaborate with designers, content creators, and project managers as necessary

#### Position qualifications:

- Experienced knowledgebase usage and best practices
- Strong command of the English language and good communication skills
- Advanced writing and editing abilities
- Requires careful attention to detail
- Able to work independently

If you are interested in this opportunity, please [click here](#) to send a resume to our HR team.