

## **Content Development and Implementation Specialist**

This position combines learning content, training, customer service, and client relations into one position. A great opportunity for someone with strong communication skills that enjoys creating learning content for an exceptional client experience, loves to problem solve and thrives on creative collaboration. We fully expect to provide excellent training and support for the right candidate. XLDent offers a competitive compensation and benefits package.

### **General Requirements:**

Must hold a 4-year degree and have some business-related experience.

Candidate must be self-motivated, self-directed and have strong project management skills.

Candidate must be able to identify opportunities and develop business effectively.

Must hold valid driver's license, insurance coverage and have reliable transportation.

### **Specific Responsibilities:**

- Create video learning content directed at existing customers about products and services.
- Script, design, edit, and produce highly engaging client training videos.
- Responsible for ongoing maintenance of training video library.
- Other content collaboration, including advertising content, blogs, email blasts, and user experience materials.
- Responsible for all aspects of client instruction/training, software implementation, and technical support functions.
- Provide a unique, pleasant and impressive experience to prospects and clients. This includes personalized demonstrations of the product, providing software support, and client implementation of the XLDent software.
- Responsible for account management, client retention, and upselling.
- Work with and support sales and marketing in lead generation, client relations and strategic marketing.
- Maintain expertise in product applications, services, computer hardware and associated technologies, competitor activities, and all other related products and services.
- Proper utilization and fulfillment of documentation in CRM and other software systems.
- Build customer loyalty and maintaining customer satisfaction through excellent customer service.
- Attendance at trade shows as assigned.
- Meet and exceed expectations as assigned by supervisor.
- Overnight travel throughout the territory is required.
- Other duties as assigned.