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# Example of Applications Development Manager Job Description

Our innovative and growing company is looking to fill the role of applications development manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for applications development manager

* Management of budget requirements for responsible cost centers
* Lead and support performance of direct reports and programming staff
* Advocate and drive the development of the portfolio through the identification of a clear target market and go to market strategy, and the execution of campaign and initiative centered strategies to leverage and maximise software opportunities
* Identify and track relevant industry trends and produce growth forecasts
* Work with Account Managers to build strategic plans for identified customers and opportunities in the target market to deliver the go to market strategy
* Act as trusted advisor to Sales, Business Development, and PreSales teams by providing direct engagement with customer, as part of the sales pursuit team, for key must win accounts
* In collaboration with Global L&D, design and deliver appropriate targeted enablement activities to direct and indirect teams
* Act as Sales Zone Interest Group lead to support the transfer of knowledge
* Help Alliance and Channel Management to target and enable partners to support incremental portfolio growth opportunities
* Mentor the direct / indirect field sales and presales teams on demand generation and pursuits

## Qualifications for applications development manager

* Experience in both startup and established technology company environments
* Bachelor degree in a technical field such as computer science, computer engineering, or related experience
* Rally familiarity a plus
* Prior Program Management experience a plus
* Experience managing customer or employee facing applications preferred
* Minimum 10 year’s experience in IT and 5 years’ experience overseeing large technology projects from inception to implementation in an enterprise environment