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# Example of Developer Marketing Manager Job Description

Our growing company is hiring for a developer marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for developer marketing manager

* Collaborate across functions ( developer evangelists, corporate marketing and offering management) to deliver an effective content marketing strategy and editorial plan to meet the business objectives
* Plan and create the content relevant to each audience and then to optimize the path to conversion
* Integrate content programs with brand campaigns to drive brand to demand
* Ensure all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and user experience for all channels of content including online, social media, email, point of purchase, mobile, video, print and in-person
* Supervise writers, editors and content strategists to be an arbiter of best practices in grammar, messaging, writing, and style
* Set strategic solutions marketing vision and work closely with marketing, sales, product management, business development and line of business leaders to align priorities and create succinct focus on optimized growth of core SDKs and solutions
* Define the developer marketing strategy needed to grow the community, increase engagement, and promote adoption across end user markets
* Evolve the developer adoption funnel and key conversion point
* Amplify development partner and client successes through integrated marketing initiatives
* Gather feedback from the developer community and internal teams including product management, business development, engineering, and support to understand developer needs

## Qualifications for developer marketing manager

* BA/BS in Computer Science preferred developer experience
* Substantive experience in a Product Marketing role
* A degree in Marketing or a related discipline, English, Communications or Graphic Arts
* This role is based in Bellevue, WA
* Strong customer and stakeholder empathy
* BA/BS degree or equivalent combination of education, training and experience in marketing