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# Example of Developer Marketing Manager Job Description

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

## Responsibilities for developer marketing manager

* Craft and develop relevant and compelling audience-specific messages and tools to demonstrate innovative approach
* Craft compelling audience-specific messages and content (videos, customer success stories, demos, whitepapers, presentations, how to guides ) to fuel our digital marketing engine
* Execute compelling audience-specific, localized messages and campaigns (videos, customer success stories, demos, whitepapers, presentations, how to guides ) to fuel our digital marketing engine
* Define content and thought leadership strategy for Alexa programs worldwide, working closely with our marketing, evangelism, solution architect and product teams
* Create regularly refreshed content to feed PR and our online and in-person marketing engines, including videos, white papers, infographics, case studies, analyst reports, event collateral and more
* Own drafting thought leadership content for senior Alexa leaders, including assisting with drafting and designing keynote presentations
* Root the Alexa brand firmly in customer evidence by owning and growing our program for developer testimonials, creating case studies for our website, highlighting stories in video and selecting developers to speak with us at events
* Drive innovation and raise the bar for content across all channels, including digital marketing, at events, technical documentation and developer portal
* Partner with the product team to improve content and developer experience on the Alexa Developer Portal
* Own cadence and content for our public-facing developer newsletter

## Qualifications for developer marketing manager

* 3+ years experience creating digital content and growing a social audience
* Technologically savvy with social media platforms, analytics platforms, digital content platforms and production processes
* 3+ years experience with Drupal/Wordpress, MailChimp, Google Analytics and other content management systems
* Experience building and optimizing customer engagement programs in a fast-paced environment
* Planning driven, with strong interpersonal communication skills (verbal and written)
* Willingness to work Pacific time zone mornings daily and for occasional late/early hours, and international travel