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# Example of Developer Marketing Manager Job Description

Our innovative and growing company is looking to fill the role of developer marketing 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 developer marketing manager

* Act as chief editor and content bar raiser to ensure high-quality content across the marketing team
* Report weekly on our content calendar and own content success metrics in our weekly business review
* Define analytics standards, data definitions, dashboards, and processes to provide organization with timely and insightful analysis
* Manage implementation and use of campaign names, tags, lead source and data collection in Google Analytics, marketing automation platforms (Pardot and/or Marketo), CRM (Salesforce.com) and Tableau
* Understand the relationship between a marketing automation platform and Salesforce
* Optimize and manage systems and processes to deliver marketing campaign execution through Pardot and Salesforce, including but not limited to list management and lead workflow
* Establish and monitor service level agreements between marketing and sales regarding MQLs passed to sales as SQLs
* Establish governancd processes to ensure correct accountability, access and usage of data in CRM and lead processes
* Contributes to the development or improvement of systems or processes to effectively improve data cleanliness and management, including record merging, and capture, track leads, sales, list uploads, target segmentation, nurturing and touch cadences
* Maintain Users, User Roles, Security, Profiles, and user hierarchy in support of Salesforce functionality

## Qualifications for developer marketing manager

* Conversion of visual file formats such as pdf and jpg, into interactive html web experiences
* Converting complex html into intuitive non-technical WYSIWYG components
* Strong skills in, and illustrative examples of, experience with UE/UX, IA, SEO, Metrics/Analytics, QA, localization, and Proof-Reading
* 5 years of front-end web publishing and project management experience
* Master’s Degree in Computer Science or similar with an emphasis in front-end coding
* Experience with Adobe Experience Manager, Adobe Analytics and Domo