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# Example of Developer Marketing Manager Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of developer marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for developer marketing manager

* Develop core messaging and positioning for admin audience
* Manage previews and launches requirements
* Partner with PnT teams to develop content and campaigns that guide developer acquisition and conversion
* Manage product marketing budget and delivery of marketing materials within allocated budget
* Work with product management, participate in the greenlight process by delivering all key marketing documents from initial concept stages to launch and subsequent releases
* Define customer targets, market segments, competitive sets and technology trends in conjunction with product management and various stakeholders
* Guide qualitative and quantitative research with our customers to understand who they are, their needs, and their behaviors to inform marketing and product updates
* Work with product management to influence product developments and integrations based on changing market dynamics and emerging opportunities
* Represent the product solution at industry events, conferences, analyst and media briefings, and critical customer meetings
* Collaborate with global and regional marketing teams on demand generation strategy and implementation

## Qualifications for developer marketing manager

* Successful history of defining content marketing strategy
* Demonstrable experience as a writer and creative director
* Bachelors in Marketing, Business, Economics, Finance, or equivalent work experience
* Demonstrated business analysis skills, including sales planning and analysis, sales forecasting, Customer Lifetime Value (LTV) analysis, campaign tracking and analysis, and research
* Experience in developing lead scoring methodologies for previous clients (examples and references will be required)
* Technical expertise in the setup of campaigns, email communications, “customer journeys”, dynamic functionality, web and digital marketing analytics, and other platform specific tasks