

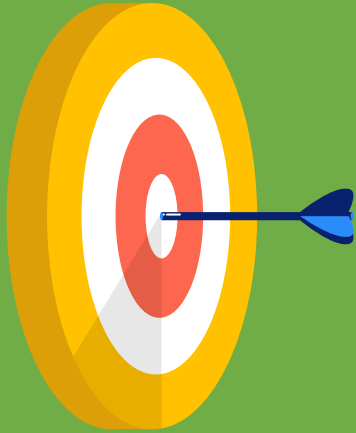
Specialization and Career Paths for Advocacy Teams

@veratiago

Manager, Developer Advocacy / OutSystems



What's in it for you



Considering DevRel

Get an overview of the different DevRel roles and activities.

Individual Contributors

Access your skills and plan possible career moves.

Managers

Organize your team and plan growth for your team members.



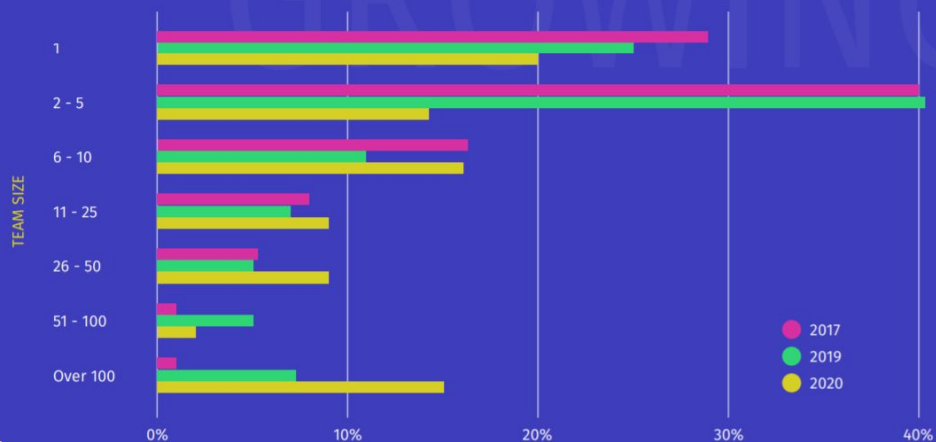
Agenda

- 01.** Developer Advocacy and DevRel
- 02.** Different DevRel Fields
- 03.** Specialization in DevRel and Developer Advocacy



TEAMS ARE GROWING

How large is your Developer Program team? (FTEs)



The days of the solo Developer Advocate are slowly fading away.

(Source: State of Developer Relations 2020)



Developer Advocate? DevRel?



*Developer Advocates (also **Developer Evangelists, Technical Evangelist** and **Dev Relations** typically work with the marketing team and are externally facing.*

*DevRel is an **interdisciplinary role** that sits in a border space between product, engineering, and marketing*

*Developer Relations is **Marketing for Developer***

*Developer Relations is a **PR** person, while Dev Advocate **is a Sales Engineer***

Developer Relations

Developer relations is a mindset of getting developers to adopt a platform or technology and making them successful with their initiatives (job or pet projects)

Five DevRel Fields



Developer Marketing

| Goal | What You Do | Need to Master | Work Close With |
|---|---|--|---|
| Create <i>Go-to-Developer Strategy</i> | <ul style="list-style-type: none">• Define Messaging and Target Personas• Plan Developer Communication• Coordinate Product Launches• Plan Events Sponsorship | <ul style="list-style-type: none">• Knowledge About Developers• Research• Writing• Analytical and Strategic Thinking• Planning | <ul style="list-style-type: none">• Product Management• Corporate Marketing• Developer Evangelism |

Developer Evangelism

| Goal | What You Do | Need to Master | Work Close With |
|-----------------------|--|--|--|
| “Get the word” out | <ul style="list-style-type: none">• Speak and attend conferences• Technical blogs and Videos• Podcasts• Streaming• Partnerships with other Communities | <ul style="list-style-type: none">• Public Speaking• Story Telling• Writing• Networking | <ul style="list-style-type: none">• Developer Marketing• Developer Advocacy |

Developer Advocacy

| Goal | What You Do | Need to Master | Work Close With |
|---|---|--|---|
| Enable Developers to Successfully leverage your product | <ul style="list-style-type: none">• Create Demos• Extend the Product• Advocate developer's requirements to internal product teams.• Support Community• Write How-tos and Documentation• Dogfooding / Customer Zero | <ul style="list-style-type: none">• Knowledge about Different Developer Tools• Coding• Writing | <ul style="list-style-type: none">• Developer Experience• Developer Evangelism• Developer Marketing• Community |

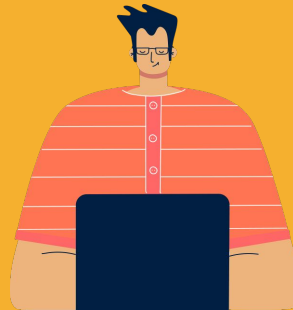
Developer Experience

| Goal | What You Do | Need to Master | Work Close With |
|---|---|--|--|
| Reduce friction and increase developer productivity | <ul style="list-style-type: none">• Product Design / UX• Documentation & Training• SDK, Plugins, extend the Product• Talk to Customers / End Users | <ul style="list-style-type: none">• Knowledge about Different Developer Tools• Product Management• Usability and User Experience | <ul style="list-style-type: none">• Developer Advocacy• Community |

Community Management

| Goal | What You Do | Need to Master | Work Close With |
|--|--|---|---|
| Grow and nurture the Developer Community | <ul style="list-style-type: none">• Building and managing online communities• Organize and Facilitate Community Events• Put together content for newsletters and social media• Run Different Programs (Ex. Champions Program) | <ul style="list-style-type: none">• Event Management• Knowledge about Developers• Community Operations• Program Management• Communication | <ul style="list-style-type: none">• Developer Advocacy• Developer Experience |

Specialization in DevRel & Developer Advocacy



Challenge

The biggest challenges in DevRel is determining which among the numerous possible activities is the most impactful and where you can bring more value.

Different DevRel Fields



Dev Marketing

Developer Personas
Messaging to
Developers
Brand Positioning
**Definition &
Strategy**



Dev Evangelism

Developer
Awareness
Collaboration &
Partnerships
**"Get the word"
out**



Developer Advocacy

Code and Content
Community Support
Product Feedback
**Education &
Advocacy**



Developer Experience

Developer
Productivity
Product Experience
Retention



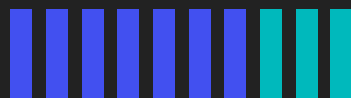
Community Management

Grow and Nurture
the Community
**Orchestrate
different fields**



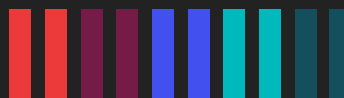
Specialization in DevRel and Developer Advocacy

Dev Advocate 1 (Advocacy)

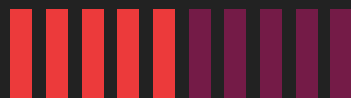


70% : Advocacy
60% : Dev Experience

Dev Advocate (Generalist) ★★



Dev Advocate (Evangelism)



50% : Dev Marketing
50% : Dev Evangelism

Community Manager

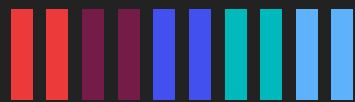


100% : Community

As you **grow** your team, you allow you team members to **Specialize** and focus

Branching out

Dev Advocate (Generalist)

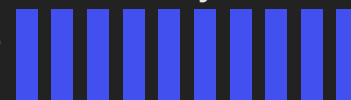


Dev Advocate (Advocacy)



Non technical ?

Dev Advocacy



Dev Experience



Dev Advocate (Evangelism)



Non technical

Dev Evangelism



Dev Marketing



Attract new Developers and drive to try out (Awareness and Activation)

Engage Developers to build more (Adoption and Expansion)

Activate a Community of Advocates (Advocacy)

Evangelism

Decoded PodCast, 3rd Party Events, Innovation Summit, Technical Alliances and other partnerships

Voice of Developer

Amplify the Voice of the Developer

Advocate Activation

Activate the right expert to demo, present or write about a topic

Online Community

Get more done each day (Forums & Forge)

Advocacy Programs (MVPs/Champions)

Support, Communication, activity and onboarding

Education Programs

Developer School, mentorship, education labs, hackathons

OutSystems Tech tracks

In-depth tech talks, OSUG, Next Step tracks and OSDC

Decoded Labs (Video Content)

Quick Hits, ICYM, Tales from the Trenches

Content & Innovation Lab

Collect, create and review demos, presentations, articles and components to support all of the above

Programs
& Tactics

Wrap up

- As the industry matures, we're seeing a lot of specializations form within the role
- Invest in specialization and Maximize your potential
- Develop the skills that will take you to the next level / dream job



Thanks !