Defining the Roles within Developer Relations

About Phil @leggetter

- Software Engineer ➡️ DevRel (2010)

- Developer Evangelist @ Pusher

- Developer Evangelist @ BladeRunnerJS

- Head of DevRel @ Pusher

- Snr. Director Platform & Developer Experience @ Nexmo/Vonage

- Developer Experience & Relations @ tru.ID

Why Role Definitions Matter

- Clarity for the individual in the role

- Guidance for those interacting with someone in a role

- Identify an entry point into DevRel for others

- DevRel has matured. There is now specialization.

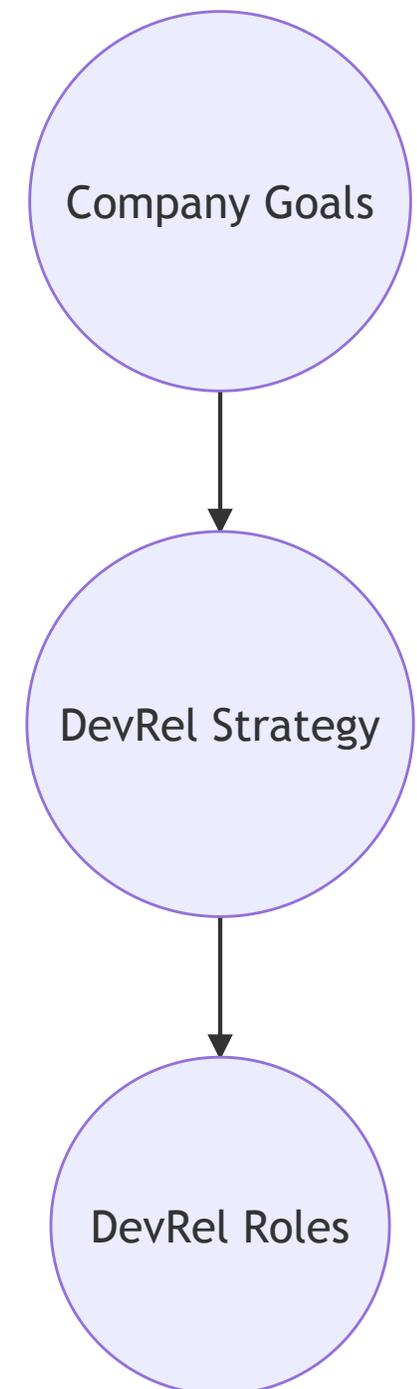- Roles within a team represent the implementation of a strategy

Phil @leggetter

📝 A Note on Strategy

Don't Start with the Roles

Start with the Strategy

> We're looking for a "Developer Relations... Person"
>
> *-- Any company that doesn't yet have a strategy*

Company Goals

↓

DevRel Strategy

↓

DevRel Roles

Phil @leggetter

What are the Roles within Developer Relations?

Role "Popularity": Google Search

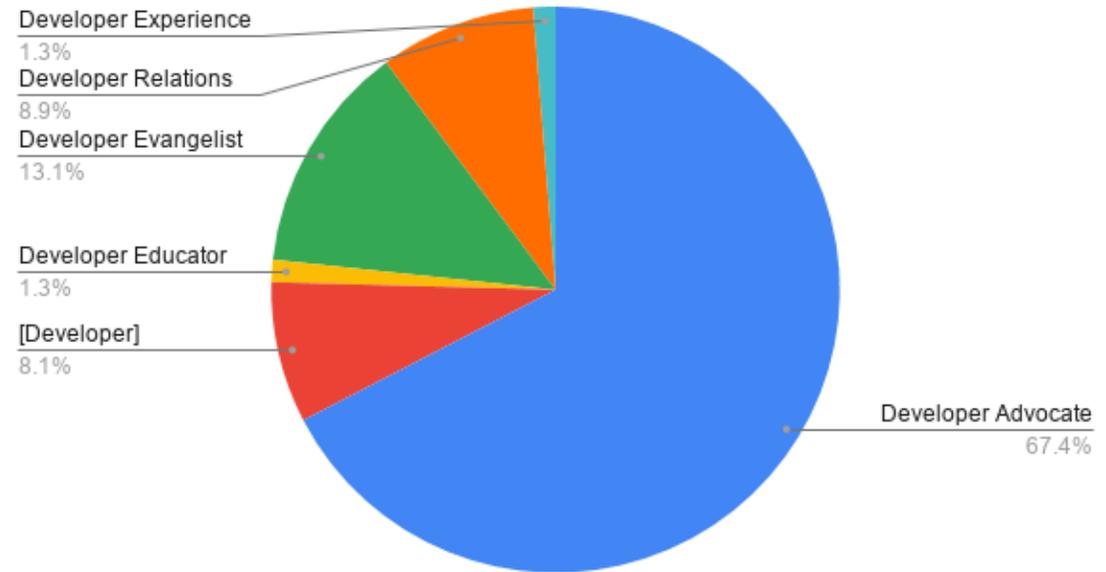| Role	Hits on Google
Developer Relations	612,000
Developer Advocate	736,000
[Developer] Community Manager	410,000
Developer Educator	241,000
Developer Evangelist	168,000
Developer Relations Engineer	26,000
Developer Experience Engineer	18,900

Hits on Google

Developer Relations
1.6%
Developer Evangelist
10.5%
Developer Educator
15.1%
Developer Advocate
46.0%
[Developer]
25.6%

Phil @leggetter
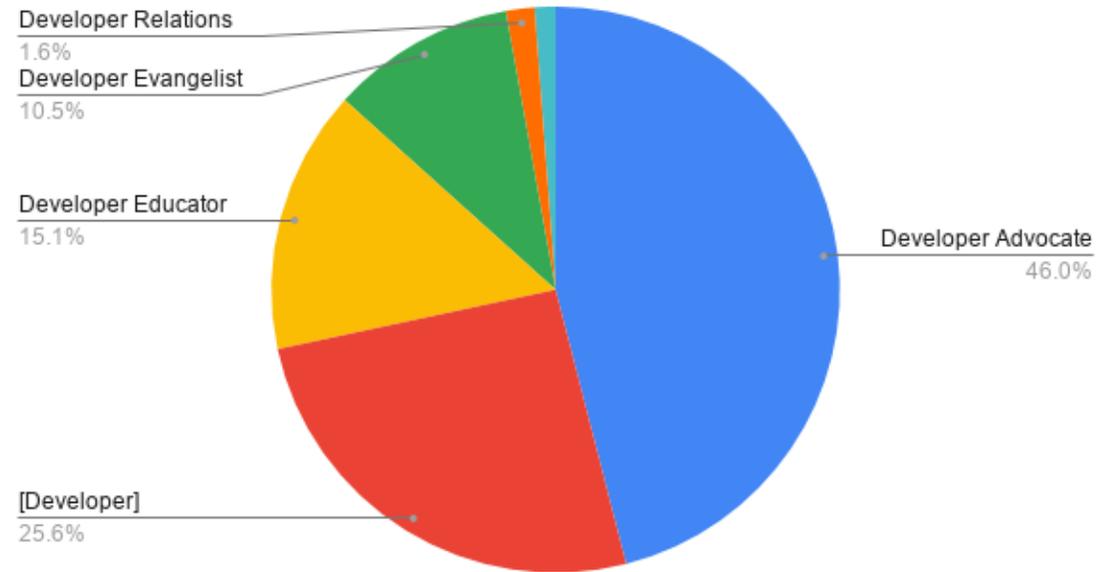
Role "Popularity": DevRel Weekly

Role	DevRel Weekly
Developer Relations	100
Developer Advocate	159
[Developer] Community Manager	19
Developer Educator	3
Developer Evangelist	31
Developer Relations Engineer	21
Developer Experience Engineer	3

Phil @leggetter

Role "Popularity": LinkedIn

Role	LinkedIn Job Titles
Developer Relations	2,600
Developer Advocate	1,600
[Developer] Community Manager	1,000
Developer Educator	1,700
Developer Evangelist	576
Developer Relations Engineer	234
Developer Experience Engineer	363

LinkedIn Job Titles

Developer Experience
6.6%

Developer Relations
4.3%

Developer Evangelist
10.5%

Developer Advocate
29.2%

Developer Educator
31.1%

[Developer]
18.3%

Phil @leggetter
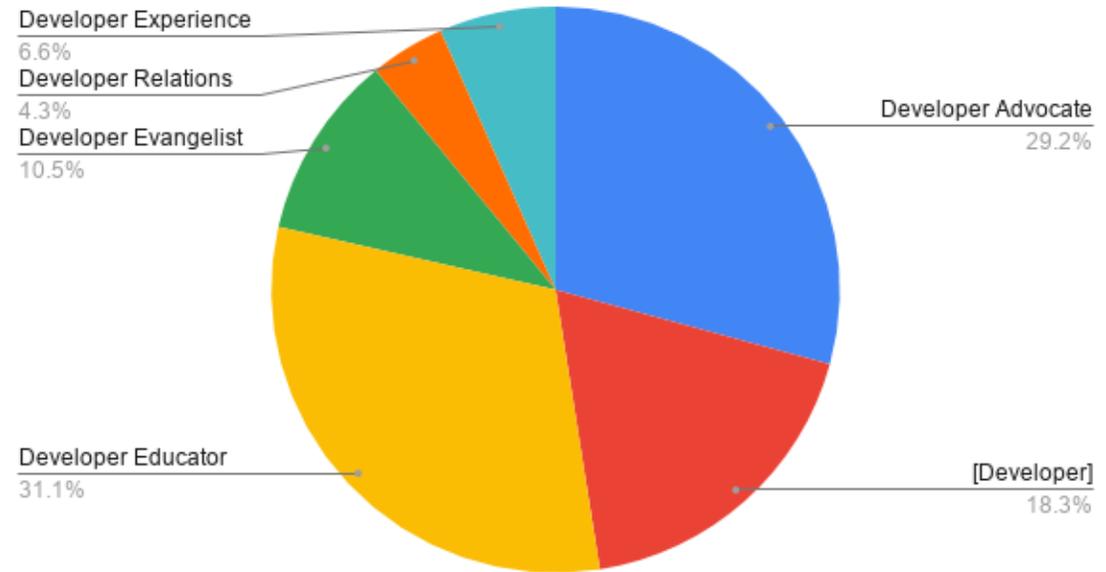
Role "Popularity": Comparison

Hits on Google (Adjusted), DevRel Weekly (Adjusted) and LinkedIn Job Titles

Legend: LinkedIn Job Titles (yellow), DevRel Weekly (Adjusted) (red), Hits on Google (Adjusted) (blue)

Roles (x-axis): Developer Advocate, [Developer] Community Manager, Developer Educator, Developer Evangelist, Developer Relations Engineer, Developer Experience Engineer

Phil @leggetter
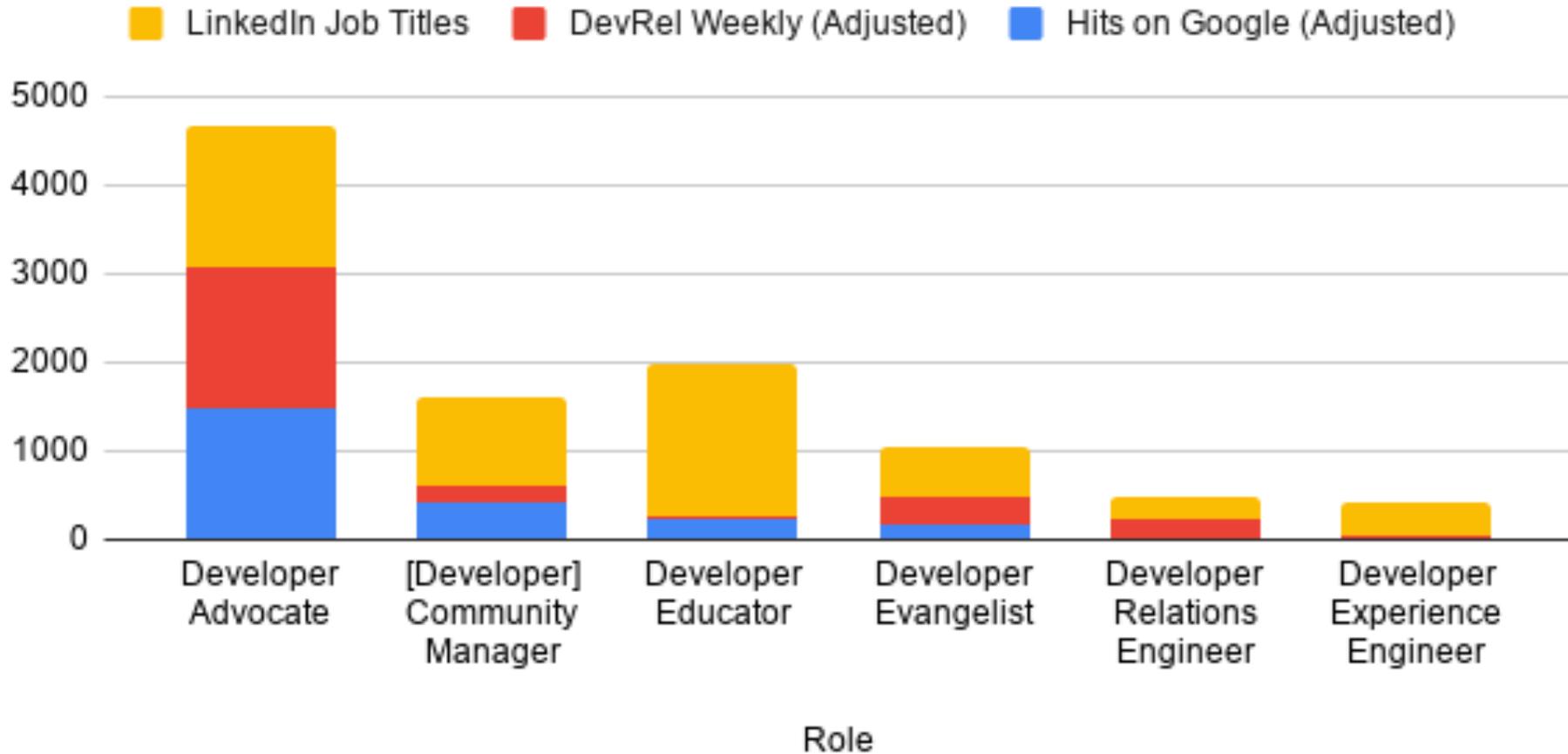
What are the Roles within Developer Relations?

- Developer Advocate

- [Developer] Community Manager

- Developer Educator

- Developer Evangelist

- Developer Relations Engineer

- Developer Experience Engineer

Any Obvious Role Omissions?

- Partner Engineer?, Technical Writer?, Manager, Director, VP, CDRO, ...

- And I'll update the slide deck 😊

Phil @leggetter

Help Me Define the Roles

Developer Advocate

Community Manager

Developer Educator

Developer Evangelist

Phil @leggetter

Developer Relations Engineer

Phil @leggetter

Developer Experience Engineer

Phil @leggetter

Phil @leggetter