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A review of

DevRel job titles and career progression

May 2023

DevRel Career Ladders

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We believe in the power of developer relations—to foster growth, fuel innovation, and drive better business outcomes. That's why we think this fast-emerging discipline deserves more care, attention, and clarity when it comes to roles, responsibilities, and career paths.

We're proud to sponsor this resource, and we hope the insights and best practices inside it will help you and your organization navigate your DevRel program with confidence. Here's to creating rewarding DevRel careers, building successful DevRel teams, and empowering the DevRel ecosystem as a whole.

Common Room
May 2023

Introduction

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Job titles shape expectations. They help our colleagues and the people we interact with externally to understand what we can offer, what we might expect, the experience we have, and how much authority we wield. Perhaps more importantly to us as individuals, our job titles tell the story of our careers.

Professor Dan Cable of London Business School talks about "strategic job branding". A job title isn't just a bland descriptor but a brand promise.

Together, a team's job titles paint the picture of what the organisation values. And, if Conway's Law is to be believed, the structure of a developer relations team imprints on the work that it does.

But DevRel's rapid growth and relatively recent arrival as a profession mean that we lack the common understanding of job titles and team structures enjoyed by disciplines such as marketing, sales, or engineering. With this resource, we hope to help resolve that.

Here we propose definitions for the job roles often found within developer relations teams, along with a reflection on DevRel career ladders. This work is informed by interviews with DevRel team leaders, as well as a range of resources referenced in the acknowledgements section.

Matthew Revell and Suze Shardlow
May 2023

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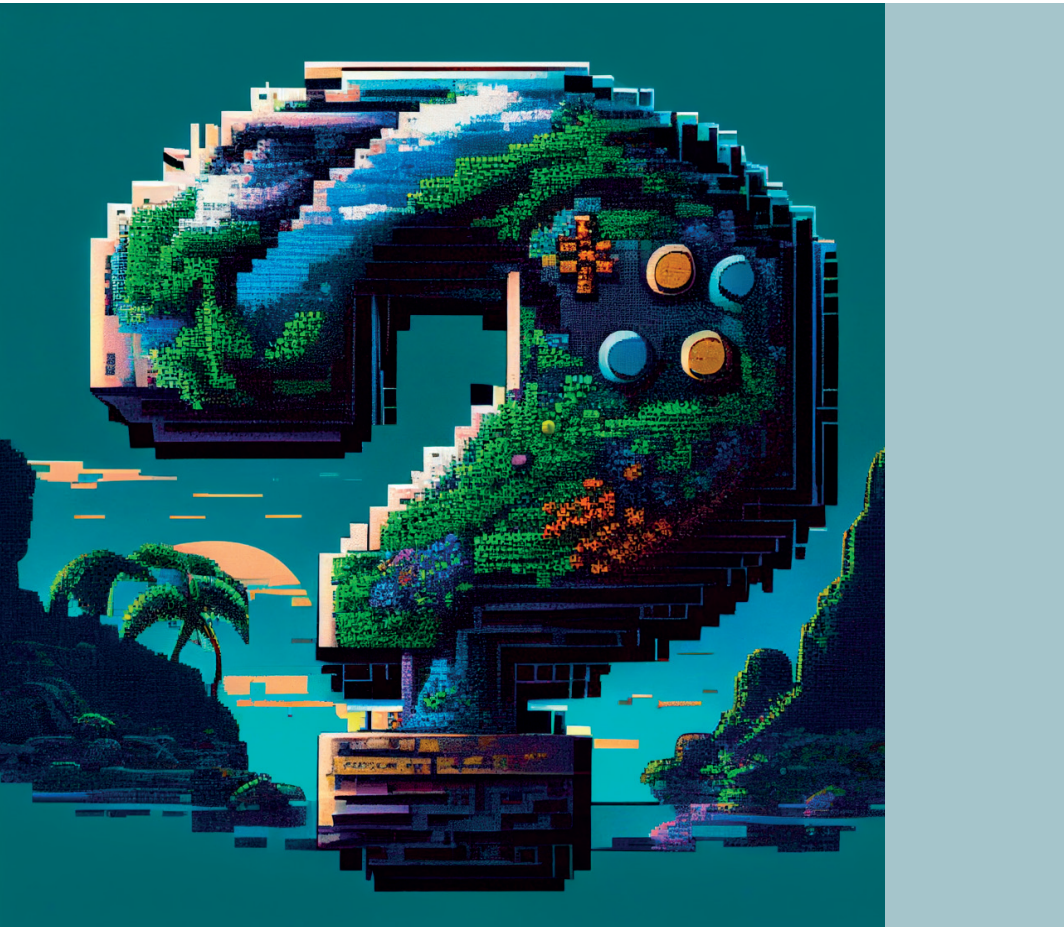
Why do we do DevRel?

DevRel is varied. What falls under developer relations in one company might not even exist in another. Partly, that's due to the different strategic reasons that companies have for investing in DevRel.

And that variety is not unique to developer relations. A marketing team supporting a sales-led go-to-market plan, for example, will look different from that in a product-led company.

So before we look at the DevRel job roles, we should think about the strategic drivers for developer relations. Once we see the many reasons that prompt companies to invest in DevRel, the reason for the variety in DevRel practice becomes clear.

Why companies invest in DevRel

Here are the common strategic drivers for DevRel programs.

⬎ Developer adoption:
Developers are the primary customers of the product. DevRel in this case caters to the full journey that a developer takes from initial awareness of a problem through to becoming a champion of the product to their peers.

⬎ Sales enablement:
Developers support the evaluation and implementation of the product but they are not the buyers. DevRel focuses on helping developers understand, evaluate, and work with the product.

⬎ Developer enablement:
Similar to sales enablement, developers aren't the buyers but they are implementers of the technology offered. DevRel is tasked with providing the resources that enable developers to use and succeed with the product through developer education, developer experience, and community. This can focus on external developers, internal developers, or both.

⬎ Product input:
Understanding the product's target developers, their work, and their needs is essential to achieving product-market fit. DevRel seeks out and helps shepherd feedback and other forms of product input from those target developers.

⬎ Ecosystem and partnerships:
The vendor needs developers to support the ecosystem around its product, either by creating plugins or providing implementation support to customers. DevRel enables that through education and community.

⬎ Contributor community:
The company owns or sponsors an open source project and the DevRel team's role is to foster the community and the process around that project.

⬎ Employer branding:
Increasing the company's workplace appeal can help with the recruitment and retention of engineering staff. Here, DevRel works to win the hearts and minds of developers through community, open source projects, and outreach.

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What do
DevRel people do?

The variety in reasons for DevRel leads to variety in how it is practised. But just as we can make any colour from red, green, and blue light, we can also create sophisticated DevRel programs from just four broad areas of practice.

To understand DevRel job titles and careers, it's helpful to know what DevRel teams do. Common Room's 2022 DevRel Compensation Report identified eleven primary tactical responsibilities held by DevRel people.

Any single individual who excels at all of those would be remarkable for their talent and probably in need of a good vacation. But DevRel departments are increasingly specialising, with teams and roles dedicated to just one aspect of the practice.

## Primary roles and responsibilities today

Percentage of respondents who put these categories in their top four responsibilities

74.1% Create educational content and resources

63.9% Deliver in-person talks and workshops

43.5% Build brand awareness and affinity

37.4% Build and manage community programs

36.7% Evaluate developer sentiment and deliver feedback to internal teams

32.7% Triage product issues and respond to community members

26.5% Write documentation

23.1% Coordinate, host, and attend meetups

21.1% Support open-source development

13.6% Spec new product features and updates

4.1% Distribute swag

Source: 2022 DevRel Compensation Report, Common Room

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The four
pillars of DevRel

With DevRel teams doing so many different things and working towards differing goals, it's helpful to find a way to group similar activities together. The four pillars of DevRel gives us a useful way to categorise DevRel skills and the outcomes they deliver. And they also give us a lens through which to view the various developer relations job roles.
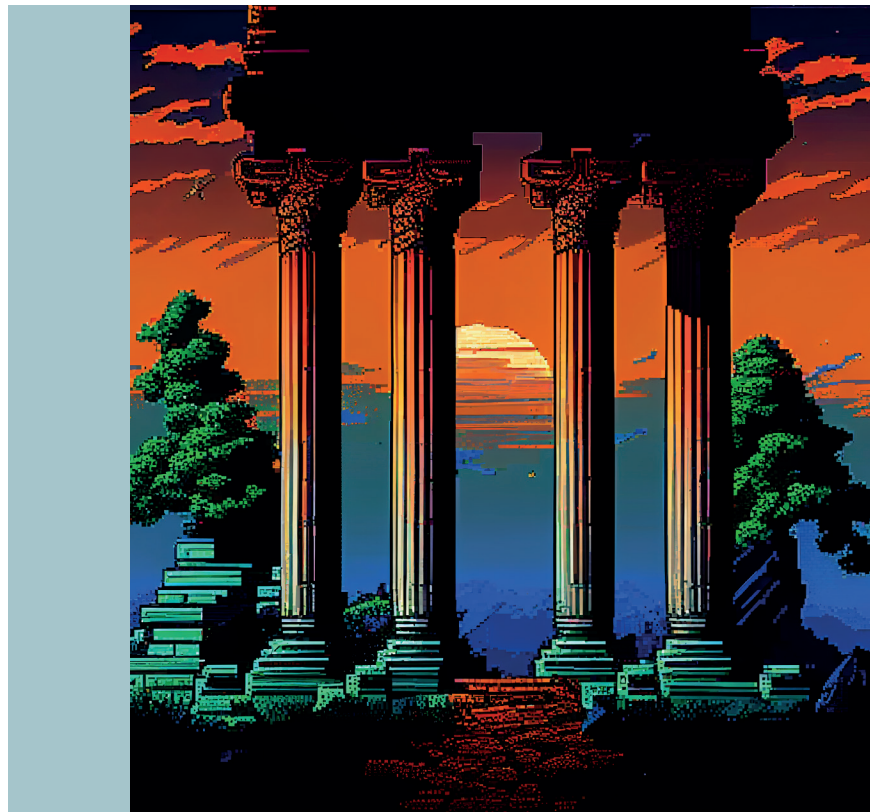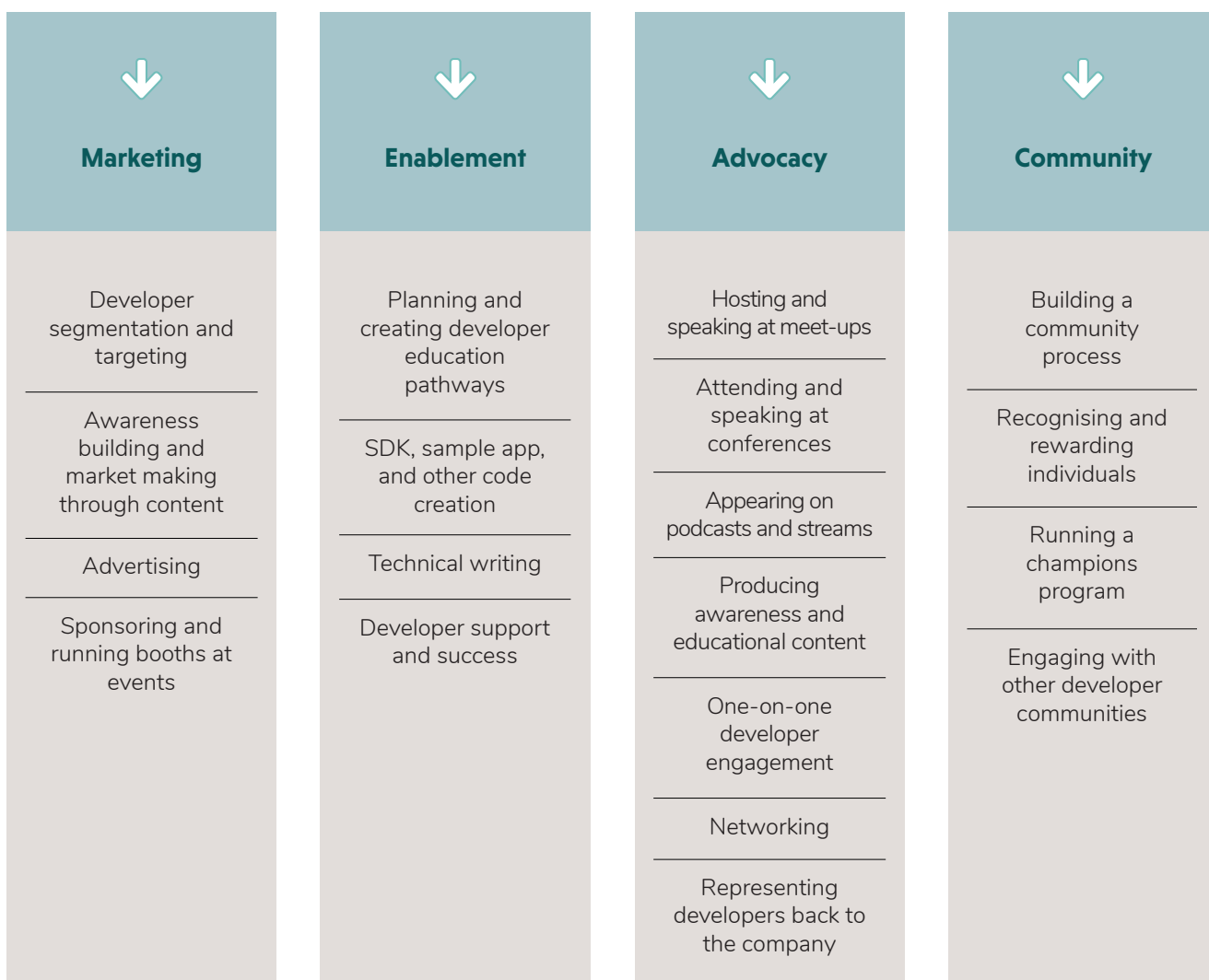

Developer marketing:
Understanding who the target developers for a product are and providing the information, tools, and support to help them move down the funnel.

Developer enablement:
Providing everything that developers need to be successful with the product, including education, documentation, support, and developer experience.

Developer advocacy:
Building awareness and credibility with developers and acting as the bridge between the organisation and developers.

Developer community:
Creating and maintaining an ongoing process in which developers can pursue a common goal together, as well as their own goals, in relation to the product or organisation.

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DevRel activities in each pillar

In reality, there is overlap and collaboration between
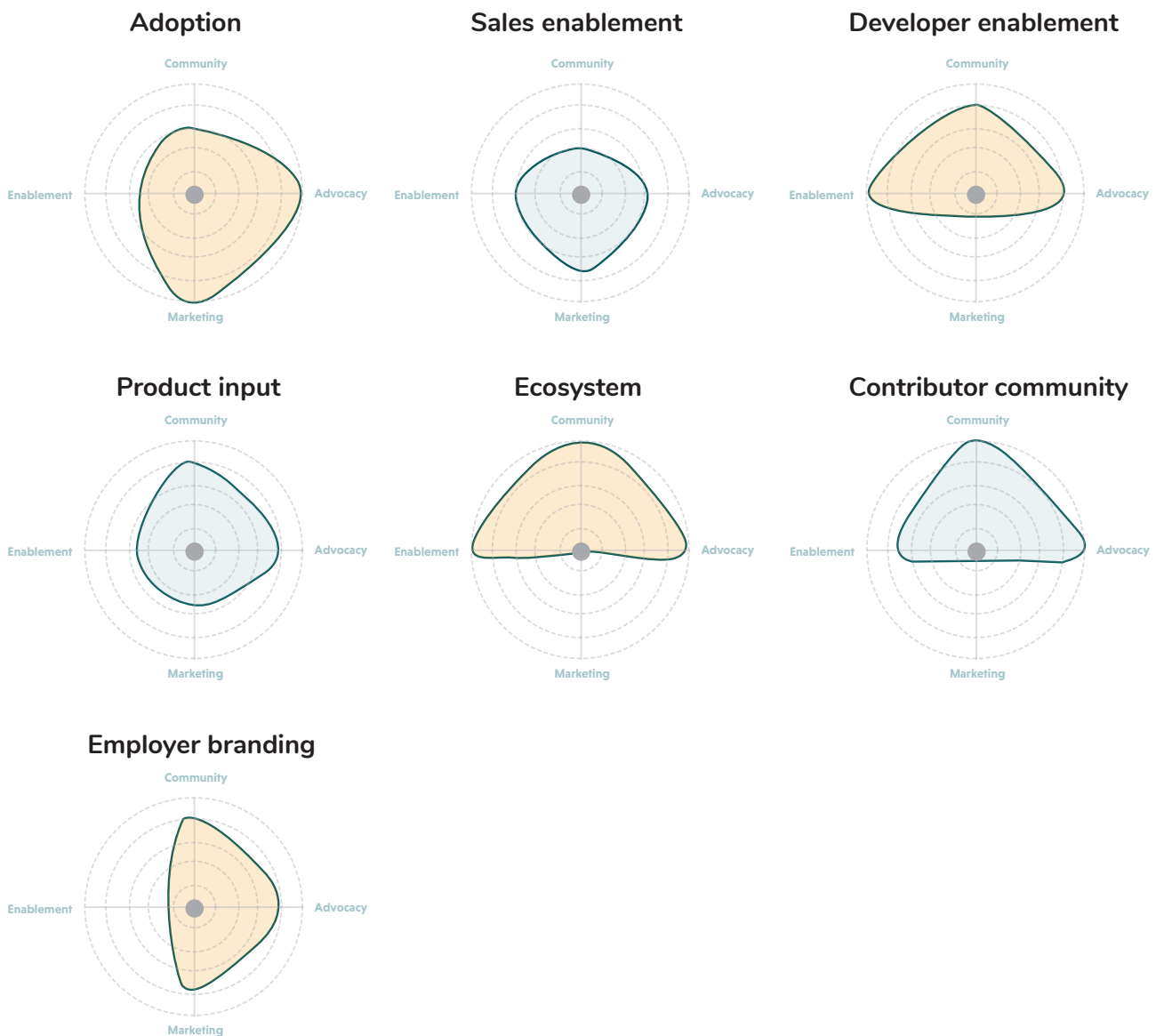each of the pillars.

A blog post designed to drive awareness could fall under marketing and advocacy. With the right educational content, it might also serve enablement. But the strategic intent behind an initiative will shape what it does.

That's why, despite the fuzzy boundaries between the DevRel pillars, certain types of output tend to fall mainly in one or another. While this is far from exhaustive, here's an illustration of where different DevRel activities fall.

Marketing	Enablement	Advocacy	Community
Developer segmentation and targeting	Planning and creating developer education pathways	Hosting and speaking at meet-ups	Building a community process
Awareness building and market making through content	SDK, sample app, and other code creation	Attending and speaking at conferences	Recognising and rewarding individuals
Advertising	Technical writing	Appearing on podcasts and streams	Running a champions program
Sponsoring and running booths at events	Developer support and success	Producing awareness and educational content	Engaging with other developer communities
		One-on-one developer engagement	
		Networking	
		Representing developers back to the company	

Tying DevRel activity
back to strategy

So, how do the four pillars of DevRel relate back to the strategic drivers for developer relations? As with any strategy, DevRel programs deploy tactics according to the goals being pursued. In turn, that informs the skills the program needs to hire for.

Adoption

Sales enablement

Developer enablement

Product input

Ecosystem

Contributor community

Employer branding

Core DevRel
job roles

Which job roles a DevRel team needs will depend on its mandate. However, there are three core individual contributor roles that almost every developer relations program needs within time:

01	02	03
Developer Advocate (in several forms)	**Community Manager**	**Developer Educator**

There are exceptions. For example, GitHub's developer relations team does not have developer educators because the company has a separate developer education team. So, the role exists but not strictly speaking under the banner of DevRel.

And, of course, there are other job roles that come into play when teams grow or the problems they're looking to solve demand them. We'll look at those supporting roles later.

01

Developer advocate

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Developer advocate

Developer advocate is one of the key job roles in developer relations and it comes in four forms:

01 All-rounder developer advocate:

A catch-all job description often used by newer and smaller teams who want all-rounders in order to retain flexibility.

02 Outreach-focused developer advocate (aka developer evangelist):

A role that specialises in building relationships with developers and executing outreach initiatives, more likely to be found in the company's marketing org.

03 Product-focused developer advocate (aka DevRel engineer):

A role that focuses on enablement and acting as the bridge between developers and the company. Most often found in the product or engineering department.

04 Internal developer advocate:

An inward-facing role that works with an organisation's own engineering teams to encourage uptake of certain tooling and techniques, as well as helping those developers find other ways to level up.

Where these appear will depend on the size of the company, as well as the maturity of its DevRel program.

In practice, many smaller teams will mix the outreach and product focuses into a single developer advocate role. And the all-rounder developer advocate is often an early stage program's first hire.

Alternative titles:
DevRel engineer, developer evangelist

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All-rounder developer advocates

For the ten years from 2008 to 2018, many DevRel teams took the all-rounder developer advocate approach. To begin with, their work reflected that of what we're calling the outreach-focused developer advocate. However, as companies put more trust in DevRel programs, the role became more increasingly varied before job titles caught up.

Today, the all-rounder developer advocate role occurs most often in situations where:

⬇ **The DevRel team is small and can't afford to specialise**

⬇ **The company hasn't yet figured out precisely what its DevRel strategy is**

⬇ **Or some combination of both**

In practice, all-rounder developer advocates tend to specialise according to the needs they see in their company and community, as well as based on their own skills and preferences, even if their job titles don't reflect that.

As a DevRel program leader, using developer advocate as a catch-all job title can be tempting, as it gives you flexibility. However, for potential candidates it can also be a signal that your program's expectations are poorly defined. If you do choose to have a broad all-round developer advocate role, make sure you:

⬇ **Understand how that role's work ties back to the things your company cares about**

⬇ **Set people up for success by establishing clear expectations based on the company's needs for the team**

⬇ **Recognise when greater specialisation is needed to ensure the team is both effective and happy for the team's effectiveness and happiness**

What all-rounder developer advocates do depends greatly on the specific needs of the company at that time. It also combines aspects from the more specialised roles and, so, it makes less sense to go into detail about the role's responsibilities.

Outreach-focused developer advocate
role summary

Outreach-focused developer advocates (sometimes called developer evangelists) are the most visible members of a DevRel team, acting as the public face of the organisation and its products or projects. They're usually the DevRel people speaking at conferences, appearing on Twitch streams, writing blog posts, and coming up with fun ways to show off their technology.

In other words, this role is primarily about building awareness with developers and sparking their interest. There is, though, quite some variation from one company to the next.

At GitHub, developer advocates are focused outward. Their broad goals are to inspire and enable developers, while helping to frame GitHub as the natural home for open source projects. Individual developer advocates have quite a bit of freedom to choose specifically how they do that, both through content and on the ground community programs.

Typical outreach-focused developer advocate responsibilities

Primary responsibilities:

▶ Focusing on one or more technology communities

▶ Speaking at events

▶ Maintaining relationships with external and partner communities

▶ Producing awareness-building content

▶ Creating code that helps developers evaluate and understand the technology (e.g. such as sample apps)

Secondary responsibilities:

▶ Acting as a bridge for product feedback from developers

▶ Helping the company to understand developer needs and culture

▶ Focusing on one or more geographic areas

▶ Representing one particular product or API

▶ Staffing sponsor booths at events

▶ Providing technical support

▶ Acting as a technical resource during sales engagements

▶ Contributing to SDKs

▶ Writing documentation

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Outreach-focused developer advocates
and the four pillars of DevRel

Outreach-focused developer advocate

01 Advocacy

Content production and distribution, organising, attending, and speaking at events, partnering and collaborating with other communities, representing developers back to the company

02 Marketing

Reuse of their content for marketing campaigns, appearance in marketing events (such as webinars)

03 Enablement

Delivering training, reuse of their content and code for documentation, informal support

04 Community

Building relationships with developers in their own community and external communities

Hiring requirements

↘ **Some experience as a developer**

↘ **Content creation skills**

↘ **Public speaking**

↘ **Ability to network and maintain relationships**

↘ **Empathy**

↘ **Written communication skills**

Product-focused developer advocate
role summary

Product-focused developer advocates (sometimes called DevRel engineers) specialise in acting as the bridge between developers and the company. That comes in three forms:

01   Providing tooling and integrations that help developers use the technology

02   Understanding the context in which developers work and feeding that back to the product team

03   Acting as the voice of the developer more broadly within the company

Couchbase offers an example of how this form of developer advocate works alongside those with more of an outreach focus. At Couchbase, the developer advocacy team sits within the product organisation, where it produces integrations and the educational materials to support them. The developer relations team, on the other hand, sits in marketing and focuses on driving awareness and adoption.
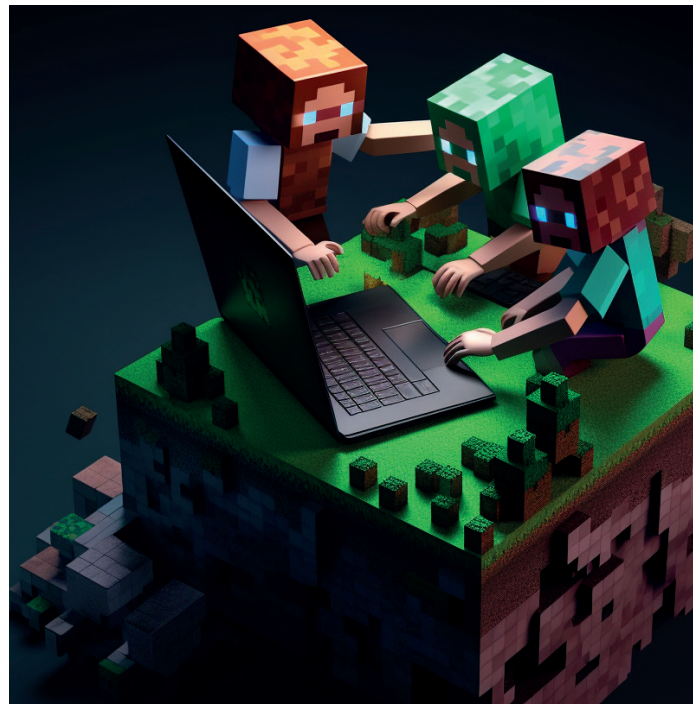
Typical product-focused developer advocate responsibilities

Primary responsibilities:

▶ Creating tooling and educational materials that help developers use the product

▶ Understanding developer needs and communicating that back to the company

▶ Helping the company understand developer needs and culture

▶ Focusing on one or more technology communities

▶ Creating code that helps developers evaluate and understand the technology
(for example, sample apps)

Secondary responsibilities:

▶ Maintaining relationships with external and partner communities

▶ Contributing to awareness building content that is based on their integrations and other work

▶ Representing one particular product or API

▶ Providing technical support

▶ Acting as a technical resource during sales engagements

▶ Contributing to SDKs

▶ Writing documentation

Product-focused advocates
and the four pillars of DevRel

The work of product-focused developer advocates is mostly in the enablement pillar, with some advocacy. However, like the outreach-focused developer advocate, the role often touches all four pillars of DevRel.

Product-focused developer advocate

01 Advocacy

Representing developers back to the company, repurposing of product-related content and tooling for use in awareness building, partnering and collaborating with other communities

02 Marketing

Re-use of their content for marketing campaigns, appearance in marketing events (such as webinars)

03 Enablement

Delivering training, creating integrations and other tooling, re-use of their content and code for documentation, informal support

04 Community

Building relationships with developers in their own community and external communities

Hiring requirements

↘ **Recent background as a developer**

↘ **Content creation skills**

↘ **Ability to network and maintain relationships**

↘ **Empathy**

Internal developer advocate
role summary

In a larger organisation, it can be hard to maintain a common engineering culture across teams that are both geographically spread and tied to different product or strategic goals. Internal developer advocates promote the company's chosen technologies, help educate their colleagues, and build internal communities to improve collaboration for the longer term.

The internal developer advocates at a global payment processor, for example, work with the company's own software engineering teams as part of a cultural shift from a tech stack developed in-house to adopting open source tooling. The team's role is to introduce, explain, and promote the company's preferred open source technology stack.

Primary responsibilities:

▸ Creating a common engineering culture and community within the organisation

▸ Educating internal developers on the company's preferred technologies

▸ Advocating for the company's preferred technologies and communicating back objections

▸ Acting as a bridge between engineering leadership and individual engineers

▸ Running internal events

Secondary responsibilities:

▸ Providing developer experience tools to make internal engineering teams more productive

▸ Introducing new technologies to ensure engineers are informed

▸ Maintaining the company's open source contributions and projects

▸ Evangelising the company's benefits as an employer

Internal developer advocates
and the four pillars of DevRel

Even if the audience is internal rather than external, the strategic reasons for funding an internal developer advocate role are similar to that of the outreach-focused developer advocate. The company wants to drive adoption of certain technologies, enable developers to be successful, and so on.

However, the ongoing community takes on a different quality because it acts as a conveyor of company culture. That makes community a more prominent part of the internal developer advocate role, most likely in close association with the company's HR or people team.

01 Advocacy

Content production and distribution, organising internal events, representing developer concerns and needs back to company leadership

02 Marketing

Internal developer advocacy teams might use marketing techniques

03 Enablement

Delivering training, creating documentation and tooling, support

04 Community

Building a sustainable internal community

Internal developer advocate

02

Community manager

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Community manager

The developer communities we work with in developer relations can seem unusual when compared to the communities that exist outside DevRel.

That's because many "regular" communities appear to form spontaneously, whether it's around a place, a shared purpose, or common interest. But look a little deeper and there's often a single person or handful of people who act as the instigators of that community. In DevRel, it's actually not so different. It's just that the person who most often makes things happen is typically a paid community manager, at least at first.

While developer advocates are often more outwardly visible, community managers are equally as important to the successful running of many developer relations programs. And that's because they create and maintain the environment within which the value of any developer relations programs is realised.

Just as plantlife needs a substrate through which nutrients are distributed, so community acts as the medium for typical DevRel goals. By creating a framework through which community members can achieve their complementary goals, community managers are the great enablers within DevRel.

Alternative titles:

Developer community manager, technical community manager

Just how technical do community managers need to be?

In many DevRel programs, the community manager role often requires much less hands-on technical experience than that of developer advocates. But that's not a value judgement. community managers draw on a wealth of skills and expertise specific to the needs of their role.

What most community managers need is a familiarity with the technology that's important to the community they're working with. Someone building a Kubernetes related community doesn't need to be able to launch a k8s cluster but

they do need to understand what would drive someone else to use Kubernetes and the tooling around it.

There are exceptions, though. The technical community managers at HashiCorp, for example, look after the open source communities sponsored by the company. A large part of their role is to understand, reply to, and act on issues and pull requests opened on the projects' GitHub repos.

Typical community manager responsibilities

▶ Creating and maintaining the community process

▶ Developing a welcoming environment for new members

▶ Enabling and encouraging engagement

▶ Nurturing the community's culture

▶ Aligning community goals with business needs

▶ Producing and stewarding content

▶ Designing and managing ambassador programs

▶ Building relationships with other communities
  (eg local user groups) and identifying opportunities for collaboration

Community managers
and the four pillars of DevRel

As enablers, the work of community managers touches all four pillars of DevRel but with a natural focus on the community aspect.

01 Advocacy

Providing the space within which advocacy can take place, enabling connections with other communities

02 Marketing

Rallying community members for community-led campaigns, using champions programs to extend reach

03 Enablement

Providing an environment in which community contributions to developer experience are recognised and distributed, enabling community-led support

04 Community

Creating, nurturing, and growing the developer community for the product/project, connecting with external communities

Community manager

Hiring requirements

↘ Experience in a similar field, such as support or social work

↘ Excellent communication skills, including coaching and conflict resolution

↘ Ability to network and maintain relationships

↘ Empathy

03

Developer educator

Developer educator

Just as the developer advocate role has evolved in the past few years, so has the way that companies take care of educating end user developers. Until recently, it was typical for organisations to have three or more separate silos where developer-targeted educational content would be created:

↘ Technical writers, usually embedded in engineering and tasked with writing "traditional" forms of documentation

↘ Trainers would create formal training and certification programs

↘ Developer advocates who would often fill in the gaps with less formal, more use-case oriented, language-specific tutorials

Now, larger DevRel teams are taking a more holistic approach to developer education by drawing on established pedagogy techniques. Developer educators break out from the silos of previous practice and create learning journeys, with the materials to support them, that combine documentation, training, videos, streaming, and whatever else works.

Developer educators
and the four pillars of DevRel

The focus for developer educators is squarely on enablement. However, the materials they produce can form the basis for advocacy and marketing campaigns. Training also has a dual role in helping developers evaluate a technology (that is, advocacy), while also acting as enablement.

01 Advocacy

Creating materials that can be repurposed for outreach

02 Marketing

Giving developer education initiatives a second life as marketing assets (for example, TwilioQuest)

03 Enablement

Providing the materials and learning paths that enable developers to learn and use the technology

04 Community

Bringing community created education materials to a wider audience, collaborating with the community to understand developer learning needs and to create materials to address them

Developer educator
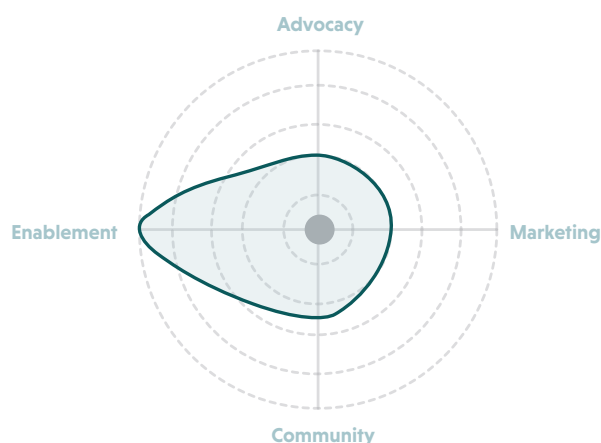
Typical developer educator responsibilities and requirements

Key responsibilities

↘ Creating and maintaining learner journeys

↘ Creating blog posts, tutorials, videos, and other learning materials

↘ Creating more traditional documentation

↘ Measuring where developers get stuck and adjusting materials accordingly

Hiring requirements

↘ A background in education or experience in using pedagogical techniques, designing and maintaining learner journeys, measuring where developers get stuck, and adjusting materials accordingly

↘ Ability to break down complex ideas and present them in a way that's appropriate to the skill level of the audience

↘ Empathy with developer workflows and needs

↘ Ability to read code and understand the technologies involved

↘ Ability to write blog posts, produce and present videos, and create tutorials and other learning materials

↘ Competence in producing more traditional technical documentation

Supporting and emerging DevRel job roles

Thanks to the variety in DevRel programs, some job roles appear only occasionally. Similarly, thanks to the pace at which the industry's understanding of developer relations is evolving, new roles are appearing, too.

Program manager

Larger DevRel teams often run multiple initiatives in parallel. Creating and running a successful program for each of them is a full-time job in its own right.

While developer advocates excel at executing, program managers create a plan along with the measurements to track its success. Many DevRel leaders structure their teams this way to allow both roles to lean into their abilities.

At GitLab, for example, the developer evangelism program manager role focuses on the processes and metrics that enable the developer evangelists in their work.

Key responsibilities

↘ Define and oversee repeatable programs and frameworks

↘ Measure the program's output and adjust execution accordingly

↘ Liaise with the people executing the program, while not necessarily managing them

Hiring requirements

↘ Strong strategic and planning skills

↘ Excellent communication skills

↘ Highly organised with a track record of making things happen

Operations manager

While a program manager looks after the overall plan for an initiative, operations managers handle the detail. In larger DevRel teams, it's common for people in this role to take responsibility for implementing particular aspects of the team's work, such as event coordination, booking guests for the team's Twitch stream, and so on. This is an emerging role found in some larger DevRel teams.

Key responsibilities

- Administrative execution

- Specialism in one or more areas, such as event management

- Assisting other team members, such as helping the community manager to moderate the community forum or chat space

Hiring requirements

- Previous experience in an administrative or operations role

Developer experience engineer

In many organisations, the DevRel or developer experience team takes care of the tools developers use to consume a product, whereas a separate engineering team builds the product itself.

Perhaps the simplest division is in an API SaaS company where developer experience engineers create and maintain language specific SDKs and a separate engineering team builds everything from the API down.

For some companies, the role of developer experience engineer and developer advocate overlap. At Vonage, for example, developer advocates look after a particular language SDK (such as PHP) and the developer community associated with that language. In others, developer experience engineers work only on the tooling side and leave community and advocacy to other roles.

Key responsibilities

- Create tooling, such as SDKs and integrations, to enable end user developers

- Produce documentation and other help materials

- Understand and respond to developer experience needs

Hiring requirements

- Strong engineering skills

- Previous experience as a consumer of similar products

- Technical writing experience

Developer success engineer

Support is often reactive. When a customer or user has a problem they ask for help and the support team responds. While it's true that well-run support teams work closely with the product and engineering teams to address common issues, they don't often have the bandwidth to seek out additional work.

Developer success teams, on the other hand, are proactive and draw on ideas from customer success. The job of a developer success engineer is to help developers get the most out of the product. That could be through helping with proof of concept projects or, after the sale has been made, ensuring that developers make the most of the functionality available.

At WorkOS, for example, the work of developer success engineers takes in aspects of developer experience, pre-sales, and developer advocacy. At other companies, the role looks to offset support queries by stepping in at an earlier stage. Whether developer success in this sense is truly a part of developer relations is up for discussion. However, it is a part of the developer journey and, as such, in some companies does fall under DevRel.

Key responsibilities

↘ Work with developer end users to help them understand and make the most out of the product

↘ Anticipate stumbling blocks and create then share solutions before developers hit them

↘ Collaborate with sales, marketing, and DevRel to help individual accounts as well as elevating the developer experience generally

Hiring requirements

↘ Strong engineering skills

↘ Ability to understand developer needs and the business problems they need to solve

DevRel
career ladders

One challenge for both DevRel practitioners and DevRel team leaders is that there isn't a standard developer relations career path. For practitioners, that makes it harder to form and work towards career goals. For DevRel leaders, the lack of industry standards makes it harder to know how to recognise and reward people.

Individual companies have, however, published their approaches. Bear Douglas shared the Slack DevRel career path, which took the Slack engineering career path as its basis.

If you are a DevRel hiring manager, you need a robust career framework, not only to measure performance and assess employees for promotion, but also to determine whom to recruit into your team in the first place.

Interview rubrics, for example, help ensure each candidate gets a fair evaluation. Lusen Mendel, who has researched and written extensively on how to improve tech hiring, says that such rubrics are essential to inclusive hiring.

For those already on a team, a career advancement framework makes promotion fairer and more transparent. But in smaller DevRel teams, promotion is too often contingent on length of service, what is needed in the moment, or even on gut instinct.

Without a defined career ladder, people gain middle management positions as team size leads to friction. Similarly, individual contributor promotions are often an incentive for retention or recruitment.

Increasingly, though, DevRel teams have adopted structured career pathways for both management and individual contributors. While the management path is often directly tied either to their product or engineering equivalents, with functionality, geographic, or red team/blue team structure, a distinct individual contributor path for DevRel is developing.

Bear Douglas writes:

"[A good career path is] specific enough that you're being held to a fair and clear standard of performance, while being shown a way forward to growth"

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A career path for
individual contributors (IC)

Career development for individual contributors offers an incentive and reward for taking on additional responsibility. While different companies have their own names for each dimension, a DevRel IC career path considers five aspects of someone's work.

01 Independence

How much supervision someone needs in order to deliver

02 Competence

A reflection of the individual's command of the practice of DevRel and their technical specialities

03 Collaboration

The strategic level at which they are working with colleagues and outside partners to deliver

04 Execution

The quality and strategic scope of the work the person tackles

05 Strategic influence

The individual's approach and delivery should be more strategic (and less tactical) the higher up the ladder they are
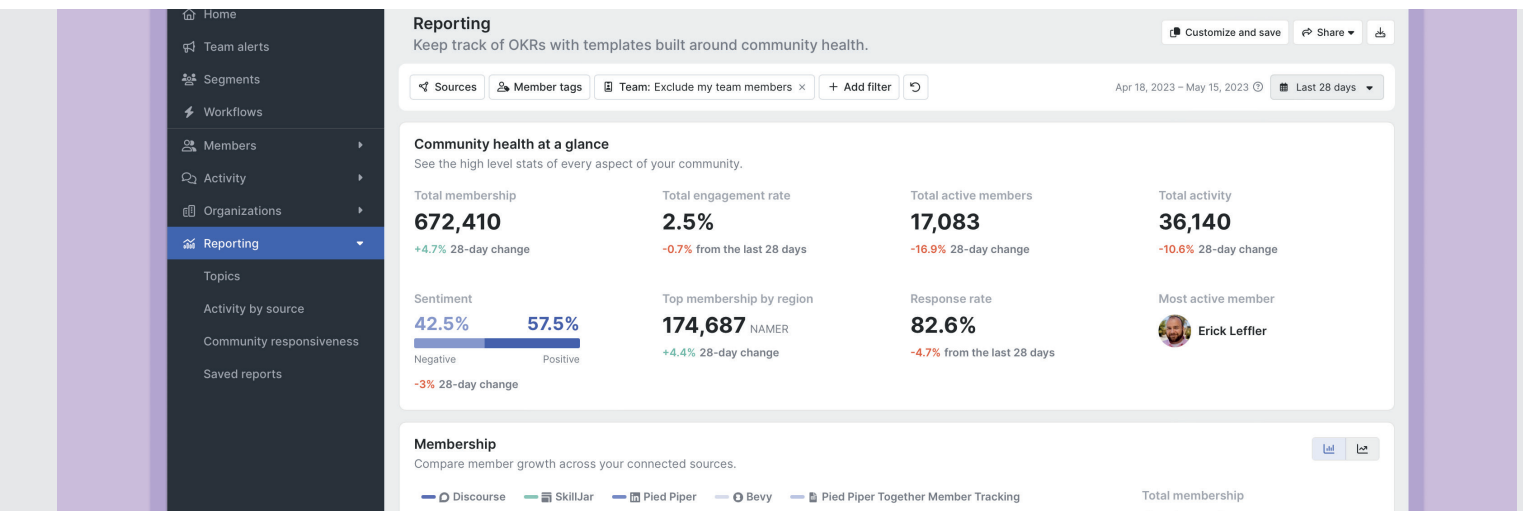
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A career path for individual contributors

Bringing those together, a comprehensive DevRel IC career path might have the following stages:

⬊ **Junior/apprentice:** Expected to complete small projects that have been defined by someone else, with close review.

⬊ **Mid-level:** Able to scope projects and complete them without close supervision. Collaborates easily with other job functions to help both sides be more productive and proactively seeks input from others.

⬊ **Senior:** Seeks to improve processes and systems. Routinely collaborates across the organisation and factors the broader company strategy into planning the projects for which they're responsible.

⬊ **Staff:** Owns strategically impactful initiatives, ensuring that they are delivered to a high standard. Anticipates problems and trade-offs. Influences decision making beyond the DevRel team.

⬊ **Principal:** Drives collaboration across groups within the company and with organisations outside the company to deliver strategically important initiatives. Has deep expertise in developer relations and takes a leading role in shaping the company's DevRel strategy.

⬊ **Distinguished:** Used as an honorific to recognise an outstanding and sustained contribution to the company's developer relations strategy and practice.

Each DevRel team leader we spoke to told us that promotion was contingent on the individual stepping up to the requirements of the next level. In other words, promotion in DevRel teams is given as a recognition for work already done rather than as an incentive.

Developer relations is still a fast moving discipline that borrows liberally from elsewhere. However, as our collective understanding of developer relations solidifies, it appears that there is also greater commonality between organisations on what job titles mean and how to provide a career path for individual contributors.

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Common Room empowers DevRel teams to find success no matter their specific role.

From helping developer advocates find and cultivate product champions to allowing developer educators to easily capture product feedback across channels, Common Room enables DevRel pros to effectively increase user engagement and connect community programs to business outcomes.

Help users get the most out of your developer community

→ Engage and support the right people at the right time with 360° context across all of your digital channels

→ Spotlight your advocates and deliver more value to your community with quick insights into member contributions and activity

Grow and reward your community members

→ Increase community participation with outreach tailored to users' unique needs and engage via bulk messages and automated workflows

→ Build stronger relationships with your biggest influencers and contributors with advanced member filtering and impact points

Build the bridge between community and the business

→ Report on which people and organizations are engaged across your digital channels.

→ Deliver user and company value by identifying intent and connecting members with the sales team at the appropriate time

Want more on how Common Room can help you engage and empower your community — while also tying your work to business outcomes?

Click here to Learn more

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Acknowledgements

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