

# Developer Advocate / DevRel

DevRel / Technical Writing

Startup

SMB

Enterprise

[Company Name] is hiring a Developer Advocate to be the bridge between our product and the developer community. You will create compelling technical content, speak at conferences and meetups, build sample applications, and gather developer feedback to influence our product roadmap. This role is perfect for someone who loves both writing code and explaining complex ideas in simple, engaging ways.

## Key Responsibilities

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- Create high-quality technical content including blog posts, tutorials, video walkthroughs, and sample applications
- Represent the company at developer conferences, meetups, and online communities
- Build and maintain developer-facing documentation, quickstart guides, and code samples
- Gather developer feedback and advocate for community needs with product and engineering teams
- Grow and engage the developer community through forums, Discord, social media, and office hours
- Collaborate with marketing on developer-focused campaigns, launches, and webinars
- Contribute to open-source projects and SDKs to improve the developer experience

## Required Skills & Experience

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- 3+ years of software development experience with a demonstrated ability to code in at least two programming languages
- Proven track record of creating technical content (blog posts, conference talks, video tutorials, or documentation)
- Excellent written and verbal communication skills with the ability to explain complex topics to diverse audiences
- Experience engaging with developer communities through forums, social media, or open-source contributions
- Public speaking experience at meetups, conferences, or webinars
- Familiarity with developer tooling, APIs, and SDKs

## Nice-to-Have

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- An active technical blog, YouTube channel, or podcast with measurable audience engagement
- Experience managing a developer community on Discord, Slack, or forums
- Familiarity with developer analytics and metrics (adoption funnels, activation rates)
- Open-source maintainer experience
- Background in product management or developer experience research

## Tech Stack

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GitHub

Markdown

JavaScript

Python

REST APIs

GraphQL

Notion

Figma

YouTube

## What We Offer

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- Competitive salary and equity package
- Flexible remote or hybrid work arrangement
- Health, dental, and vision insurance
- Annual learning and development budget
- Generous PTO policy

## Interview Process

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1. Recruiter phone screen (30 min) — role fit and logistics
2. Portfolio review (45 min) — discuss past content, talks, and community-building experience
3. Technical exercise — write a short tutorial or record a demo video on a given topic
4. On-site or virtual loop (3 hours) — live presentation, product feedback exercise, and team fit
5. Offer and reference checks