Developer Advocate @ mLab

aka Crafty Coder Who Loves Evangelism

About mLab:

mLab is one of the fastest growing companies in the cloud infrastructure space. The company is solving mission-critical challenges faced by developers who require innovative database technology to support their applications. Our solution is built on MongoDB, the leading NoSQL database which is disrupting the multi-billion dollar database market. We're headquartered in the Mission/ Potrero area of San Francisco and are well-funded by premier venture and angel investors including Foundry Group, Baseline Ventures, Upfront Ventures, Freestyle Capital, and David Cohen of TechStars.

Our users love our Database-as-a-Service (DBaaS) solution, as it allows them to focus their attention on product development, instead of operations. Developers create thousands of new databases per month using our fully managed cloud database service which offers highly available MongoDB databases on the most popular cloud providers. Our customers love our top-tier support, automated backups, web-based management, performance enhancement tools, and 24/7 monitoring.

Looking forward, our roadmap includes a suite of new capabilities which will have a massive impact on the efficiency with which developers write and deploy applications.

We're biased (of course), but we believe our culture is one of our greatest assets. What makes us happiest? Innovating, automating, helping software developers, and giving back to our community. To get a better taste for who we are, visit our website at http://mlab.com and read our blog at http://blog.mlab.com.

The role:

We are looking for a code-slinger with a (latent?) passion for marketing and evangelism who will join us in recruiting and driving the success of current and future mLab users. You know the concerns, interests, demographics, and cultures of the developer audience, and you have creative ideas around how we can connect deeply and effectively with them.

The Developer Advocate role at mLab wears many hats: marketing, support, PR, and business development. As a key member of our small, rapidly growing marketing team, you will be the face and voice of mLab to developers using a wide range of development frameworks and languages, including Node.JS, Python, Ruby, and many others. You'll be exposed to the major cloud platforms, as we currently run on Amazon (AWS), Azure, and Google, and have integrated with all of the major Platform-as-a-Service providers (Heroku et al.).

Your key responsibilities will include the following:

- Build a following of passionate developers who want to be the best of the best, using the most efficient technologies and platforms to write their applications.
- Leverage social networks, blog and video platforms, and highly scalable marketing technologies to get the word out.
- Publish blog posts and tutorials that highlight best practices and offer a fresh perspective.
- Attend and speak at meetups and conferences, serving as an evangelist, coach, cheerleader, and teammate to budding and veteran users.
- Champion our users' needs internally by providing invaluable feedback to the product and engineering teams.
- Seize moments of inspiration to hack on or create open source projects.
- Create content and campaigns with partners which are NOT boring, but highly engaging and useful to end users.
- Position mLab as a technical thought leader, both online and offline.
- Analyze application use cases to determine the best ways to provide the most value to specific developer groups, including documentation, tutorials, and new features and capabilities.

Our ideal candidate possesses or demonstrates:

- Experience as a current or former developer.
- A keen interest in trying their hand at the business side, with potential aspirations for marketing, business development, sales, or product leadership roles in the future.
- Excellent oral and written communication skills.
- Ability to code demos in one or more languages.
- Experience and/or interest creating Developer and DevOps-focused messaging, content, and assets.

- Experience presenting to technical and non-technical audiences.
- Bachelor's degree in STEM subject, such as Computer Science or Math.

You get bonus points if:

- You are a tinkerer! Show us any personal projects you've worked on, GitHub projects you've forked, etc.
- You are naturally inclined to provide unbelievable customer service and enjoy teaching and helping others.
- You are in love with (or have been seriously dating) MongoDB.

What we offer:

- A unique opportunity to play a critical crossover technical/ business role at a high-growth company in a rapidly emerging open source infrastructure category.
- In five years, the chance to say you "got in early" into one of the pioneers!
- Competitive salary, health benefits, equity, and matching 401(K) plans. (We pay for parking tickets in San Francisco's Mission District, too.)