



## Digital Marketing Specialist

### About Inrange

Inrange is an award-winning golf technology company that partners with driving range facilities across the globe, to enhance their player experiences and allow them to more effectively monetise their business. We are not your average golf crowd though; we are challenging the status quo and re-defining the sector and are looking for someone with X-factor who is obsessed with Digital Marketing and hungry to drive business goals through great content and execution of campaigns

### What You'll Do ...

Work closely with the Marketing Lead and Customer Success team - you'd be expected to:

- Deliver 360 degree email campaigns for both Inrange and partner ranges in the Inrange Digital program (high quality design and delivery + reporting back on results)
- Responsible for Inrange social media channels including (but not limited to) - posting, reporting, paid advertising - with a strong focus on channel growth through content engagement
- Write compelling and engaging copy - for all digital marketing and on occasion PR articles, news stories and support the business with strong copywriting where needed

### What we are looking for ...

- Diploma or Degree in Marketing/Digital Communications with at 3+ years relevant experience
- Experience working in both B2B and B2C digital marketing
- Evidence of strong email marketing campaigns already delivered
- Evidence of social media knowledge and expertise - with a proven track record of strong audience engagement and growth (either personally or for a business)
- Strong copywriting that really engages with target audiences
- An understanding of the suite of tools within the marcomms universe that will engage a range of audiences (including social media tools, email services etc.)
- Strategic thinking, research, and project-planning abilities - with the ability to digest data and generate reports, high attention to detail with excellent organisational management
- Excellent communication skills and able to work collaboratively across the organisation.
- A passion for digital marketing and a hunger to deliver the best campaigns and results

Desirable, not essential

- SEO & SEM experience and evidence of effective campaigns
- Experience with AI tools and optimisation of them

We are looking for someone who has all the skills and ambition to take us to the next level.

If you tick all the boxes then send your CV and a cover letter to: [ianb@inrangegolf.com](mailto:ianb@inrangegolf.com) - applications close **8th August 2025**.