



Digital Marketer

Job Title: Digital Marketer (Social Media & Email)

Location: Stellenbosch, South Africa

Company: Inrange Golf

The Company:

Inrange is a global leader in driving range ball-tracking and gamification software. We empower our customers with a product that creates memorable off-course golf experiences for every visitor. We're the only company in the field that caters to the golfer, the social player as well as large group events and we operate globally at >90 locations in over 16 countries.

The Job:

As part of the Inrange marketing team, you'll support our direct-to-player communications, including social media campaigns, email marketing and web campaigns. You'll work closely with our Digital Marketing Lead and report to the Head of Brand & Marketing. We're looking for someone who can deliver a consistent content and campaign cadence in line with our brand guidelines, and help us track and improve channel performance.

What you'll be doing:

Social Media

- Create and schedule day-to-day social content across Inrange's channels in line with the agreed strategy.
- Track success of campaigns and accurately report back to team lead
- Contribute to a growth plan for expanding the reach of Inrange's social media channels (as well as assess the value of alternative social media channels).
- Bring new ideas that help improve our channels and keep the brand relevant.

Player Email Marketing

- Build and send player email campaigns via MailerLite.
- Report on channel performance and suggest improvements.

Digital Marketing Support

- Support with asset creation and copywriting for Inrange Digital customer mailers where needed.

What you get from us:

- Competitive salary
- 25 days annual leave

- Mix of work from home & office days (Stellenbosch)
- Free lunch orders when in-office
- Invites to inclusive staff events (Mandela Day, Braai Day, Women's Day etc.)
- Involvement in corporate golf days (if interested)
- Free driving range practice & socials sessions (where possible)

Essential skills:

- School certificate; further education in Marketing/Communications an advantage
- 3+ years' experience in a similar social media / email marketing role or agency
- 2+ years' experience in social media management, with working knowledge of social media management and scheduling tools
- 2+ years' experience with email marketing / automation platforms (e.g. MailerLite), including segmentation
- Strong copywriting skills for email and social content
- Familiarity with basic design tools (Canva, Adobe, Figma)
- Foundational knowledge of AI systems and tools (Claude, Gemini)

Must-have interpersonal skills:

- Good communicator
- Organised
- Detail-oriented
- Follows instructions and listens well
- Technically skilled
- Data-driven and analytical mindset

Bonus Skills:

- Experience with international businesses/clients
- 2+ years' dedicated copywriting experience
- Interest in golf/sports and a competitive nature would be a plus

How to Apply:

If you think you're the right person to help bring the Inrange vision to life, then submit your resume, a cover letter and academic results (highschool & any advanced learning) to samhill@inrangegolf.com and cc in ianb@inrangegolf.com.

Note: Inrange Golf is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We encourage candidates of all backgrounds and life preferences to apply.

Applications Close: [October 22nd]