DIGITAL MARKETER

B2C Comms (Email & Social Media) | Stellenbosch

Inrange is powering the next-generation of off-course golf. Our ball tracking, games, and player data turn driving ranges into places people return to, serving just under 100 ranges across 17 countries. We build long-term partnerships with operators and grow alongside them.

We are looking for an eager digital marketer with some experience, to join our marketing team in a supporting role to the Direct to Player Communications team (across email and social media communications). You will deliver comms that align with the division strategy: engaging more deeply with the audience and shaping their use of the Inrange product range.

Working within the marketing team and reporting to the Head of Brand & Marketing, you will manage a consistent content and campaign cadence that is true to the company Brand Bible.

KEY RESPONSIBILITIES AND ACCOUNTABILITY AREAS

- Execute email campaigns in MailerLite, focusing on segmentation, automation, and re-engagement
- Manage monthly social media content (primarily Instagram) with a steady posting schedule that delivers impact
- Produce on-brand player creative and copy aligned with the company Brand Bible
- Tailor messaging for practice golfers, groups, and entertainment visitors to boost retention and product adoption
- Track performance metrics to continuously optimize channel value
- Provide copy and design assets for customer mailers, internal updates, and event invites
- Introduce innovative ideas to enhance brand relevance and community engagement

QUALIFICATIONS AND EXPERIENCE REQUIRED

- School certificate required; further education in Marketing or Communications is an advantage
- 3+ years in a similar social media / email marketing role or agency
- 2+ years' graphic design experience
- 2+ years' social media management experience
- 2+ years' experience with email marketing and automation platforms
- 2+ years' copywriting experience for email and social
- International business/client or agency experience preferred

KNOWLEDGE AND SKILLS REQUIRED

- Intermediate digital design (Adobe Creative Suite, Figma, Canva), typography, and branding skills
- Proficiency in email automation platforms and social media management tools
- Strong detail-oriented copywriting for email and social channels
- Data-driven, organized communicator proficient in leveraging AI tools (Claude, Gemini) for productivity
- Willingness to learn and grow within the role

TERMS AND CONDITIONS

- Competitive salary, commensurate with experience
- Start date: January 2027
- Full time employment
- Submit CV and portfolio to **cstuart@inrangegolf.com**
- Location: Stellenbosch, South Africa

CONTACT DETAILS

Carol Stuart (**cstuart@inrangegolf.com**)
HR Administrator