WELLINGTON

GOOD NEWS, WE'RE HIRING!



Job Vacancy

Digital Operations Coordinator

Full Time - Permanent

The Wellington Estate is home to a diverse portfolio of visitor attractions, events, hospitality, sport, education and leisure businesses, including Wellington Country Park, Wellington Farm Shop, Wellington Riding, major international equestrian events and a range of commercial ventures. As we continue to develop our digital infrastructure and customer experience, we are seeking a highly organised and insightful Digital Operations Coordinator to join our team.

You must have the Right to Work in the UK. Sponsorship is not available for this role.

The Role

The Digital Operations Coordinator will play a pivotal role in coordinating, managing and improving the systems that underpin marketing, sales and customer communications across the Wellington Estate.

This is a hands-on role focused on driving the development of customer journeys, improving communication and ecommerce performance, creating strong digital marketing systems and coordinating digital systems integration across a range of programmes, apps and platforms.

The successful candidate will have a holistic approach to marketing and digital operations which will enable them to work across multiple business units, coordinating the technical delivery of marketing systems and ensuring customers enjoy a seamless experience from first engagement through to purchase, attendance and ongoing retention.

The role is ideal for someone with a strong background in digital operations, CRM systems, ecommerce management, ticketing platforms, customer service and data-led marketing, and with excellent copywriting and communications skills.

To Apply

Fill out our application form online to submit your application

wellington.co.uk/jobs

Contact Us

+44 (0) 1256 882694
wellington.co.uk

The Estate Office
Stratfield Saye
Hampshire
RG7 2BT

WELLINGTON

THE ESTATE

The 1st Duke of Wellington returned to Britain and was treated as a hero after his final victory at the Battle of Waterloo. He was formally honoured and presented the Estate in Hampshire, England in 1815.

The centre of the Estate today is Stratfield Saye House, where the 1st Duke lived from 1817. To this day, it is still the private home of the 9th Duke of Wellington.

Now, over 200 years later, there is a portfolio of different businesses and activities on the Estate including; Wellington Country Park, Wellington Farm Shop, Wellington Riding, The Barns at Wellington and Wellesley Prep School.

IMPORTANT INFORMATION

- Hours of work: 9am to 5pm, 5-days a week, based at the Marketing Office in Stratfield Saye, with occasional weekend working required (TOIL provided).
- Entitled to 21 days' holiday a year, plus Bank Holidays (Holiday year 1st January to 31st December).
- Line Manager: Head of Marketing & PR .
- Excellent staff discounts are available across all Wellington Estate businesses, including Wellington Country Park, Wellington Farm Shop, Wellington Riding, The Barns at Wellington, The Iron Duke, Wellington Arms Hotel & Bruce's Doggy Daycare.
- Opportunity to work across a unique and diverse collection of brands and businesses, exciting events, attractions and commercial projects.
- Opportunities for professional development and career progression.

For further information please visit: www.wellington.co.uk

KEY RESPONSIBILITIES

- Provide the link between Website Designer & Developer and wider Marketing team, coordinating management, implementation, feedback and improvements of digital systems.
- Assist in development and optimisation of digital products across multiple Wellington Estate businesses, including understanding, mapping, maintaining, analysing and briefing in improvements on the use of software and applications at each business.
- Reviewing and improving customer journeys and touchpoints, from enquiry through to purchase, attendance/sale, and repeat engagement.
- Support the development of customer segmentation and personalised marketing campaigns, ensuring marketing systems accurately capture customer data and behavioural insights.
- Supporting the delivery of digital marketing by providing excellent coordination, briefing and operational support for each platform.
- Coordinate the development and continuous improvement of ecommerce websites and online sales systems, and strengthening the development of future digital projects, including taking a key role in the coordination of SEO/GEO/AI optimisation.
- Work alongside the Website Designer & Developer, software providers, marketing and operational teams to ensure systems communicate effectively.
- Coordinate projects involving CRM platforms, ecommerce systems, ticketing software, payment gateways and marketing automation tools.
- Assist with management of operational customer communications including transactional emails, customer updates and automated service messaging.
- Review customer feedback and identify opportunities for service improvement.

SKILLS & EXPERIENCE

- Excellent organisational and project management skills, and extremely good attention to detail.
- Self-starter, with ability to plan, research, problem-solve, and clearly present briefs and scenarios for sign-off.
- High standard of communication, copywriting and proofreading.
- Working understanding of API integrations and digital platform architecture, candidate does not need to be able to code or create platforms.
- Significant experience in at least one of: digital operations, marketing operations or customer experience roles.
- Experience working with at least two of:
  - Customer communications and customer service processes
  - Ecommerce websites and online sales platforms
  - Ticketing systems or booking systems
  - CRM platforms or customer databases
- Experience and confidence in coordinating multiple projects simultaneously.
- Strong understanding of customer journey mapping and marketing optimisation.
- Confident working with data, reporting tools and customer insights.
- Ability to work collaboratively across multiple departments and stakeholders.
- Knowledge and understanding of relevant landscape, including developments in GEO, SEO, AI opportunities and integrations, GDPR and similar.

Desirable

- Experience working within visitor attractions, leisure, hospitality, events or ecommerce environments.
- Familiarity with ticketing and event management systems.

PERSONAL ATTRIBUTES

- Highly organised and process-driven.
- Curious about digital systems, with an interest in development.
- Customer-focused, with a strong understanding of user experience.
- Proactive problem solver with excellent attention to detail.
- Comfortable managing multiple priorities in a fast-paced environment.
- A straightforward communicator, who does not lose sight of the big picture.

To apply, please submit your CV and a covering letter outlining your experience in digital operations, ecommerce, customer journeys and systems integration.