



Digital Channels Specialist

Position Description

Team:	Stakeholder Engagement & Communications Team	Location:	Auckland or Wellington
Reports to:	Manager Media & External Communications		
Role Type:	Permanent		

About Us

KiwiRail’s Role in Aotearoa, New Zealand

KiwiRail, a proud State-Owned Enterprise, delivers sustainable and inclusive growth for our customers, communities, and people.

For more than 150 years, rail in New Zealand has connected communities, delivered freight and passengers around the country, and showcased our spectacular scenery to the world. Our purpose — Hononga Whaikaha, Oranga mo Aotearoa (Stronger Connections, Better New Zealand) — speaks to connection with our customers and the future needs of their businesses, connection with the communities we serve and operate in, and connection with each other. KiwiRail is carrying this legacy into the future, delivering connected rail and shipping transport services that create economic, social, and environmental value for New Zealand and New Zealanders.

Our Workplace

At KiwiRail, our values define the behaviour we expect from everyone. We have a team of over 4500 people, and every connection we make with each other, our union partners, our customers and all our stakeholders must be of the highest standard.



Safety, health, and wellbeing are our number one priority, ensuring our people return home safe and healthy every day.

About the Role

Purpose of the role

KiwiRail has a vision to become our customers first choice and is delivering on a significant five year plan to modernise and grow our business.

The Channel Manager is responsible for leading the strategy, management and optimisation of KiwiRail's communication channels to ensure messages reach the right audiences effectively. The role provides enterprise-wide oversight of channel performance, ensuring alignment with organisational priorities, campaigns and stakeholder engagement activity.

Working across the Communications function and wider business, the Channel Manager ensures channels are effectively utilised, integrated and continuously improved to maximise reach, engagement and impact. The role plays a key part in enabling high-quality, audience-focused communication and supporting KiwiRail's reputation through effective and innovative channel management.

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Key Accountabilities

Within the area of responsibility, this role is required to:

Channel strategy and governance

- Develop and lead KiwiRail's enterprise channel strategy aligned to organisational priorities.
- Establish channel frameworks, standards and governance to ensure consistency and effectiveness.
- Ensure alignment between channels, content, campaigns and stakeholder engagement activity.
- Identify and leverage new and emerging channel opportunities including digital and social trends.

Channel management and optimisation

- Oversee the effective operation of KiwiRail's communication channels, including digital, social and internal platforms.
- Optimise channel performance to maximise reach, engagement and audience impact using data-informed insights.
- Balance competing content priorities across channels to ensure effective delivery.
- Ensure channels are accessible, user-focused and aligned with brand and compliance requirements and reflect best practice in UX and accessibility.

Performance and insights

- Monitor and analyse channel performance, using data and insights to inform decision-making.
- Provide regular reporting and recommendations to improve reach, engagement and effectiveness and share insights with the stakeholder and communications Team and supporting advice to the GM.
- Use analytics tools to evaluate channel performance and identify trends and opportunities including audience behaviour insights.

Stakeholder engagement and collaboration

- Partner with internal teams including Communications, Content, Media, Projects and Strategy to deliver aligned channel outcomes.
- Provide expert advice to stakeholders on channel selection, optimisation and best practice to improve content quality and consistency.
- Support engagement with external stakeholders including Ministers' offices, government agencies and the public.

Continuous improvement and innovation

- Drive innovation in channel strategy, tools and approaches.
- Continuously improve systems, processes and ways of working to enhance channel effectiveness.
- Stay current with digital trends and evolving audience behaviours and emerging platform opportunities.

Key challenges & Opportunities

- Balancing competing content priorities across multiple channels, audiences and business needs.
- Translating complex operational and technical information into clear, engaging content.
- Managing sensitive and high-profile communications, including reputational risk.
- Influencing and aligning diverse stakeholders with varying communication needs.
- Adapting to evolving digital trends and audience expectations.
- Using data and insights to inform decisions and optimise channel performance while ensuring content remains accurate, accessible and trustworthy.

Key Relationships Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Internal	Manager Media & External Communication		✓	✓	✓
	Stakeholder & Communications Team		✓	✓	✓
	Business Specialists (eg: Project Directors and key SMEs)			✓	✓
External	Media and related stakeholders		✓	✓	✓
	Suppliers and service providers		✓	✓	✓

What you will do to contribute

Health Safety and Wellbeing	• Actively promote and lead a strong safety culture • Ensure content reflects KiwiRail's commitment to Zero Harm • Support and promote wellbeing through effective communication practices • Actively promote and maintain a strong safety culture • Ensure channels support and reflect KiwiRail's Zero Harm commitment
Customer Focus	• Provide a positive customer experience • Support a customer-focused culture at KiwiRail • Know our services well and explain them to customers • Respond quickly to customer needs • Develop solutions to meet customer requirements • Solve complex customer issues • Work with colleagues to improve customer outcomes
High Performing Teams Skills	• Actively seek diverse perspectives in problem-solving • Identify opportunities for coaching and mentoring • Contribute to a collaborative and high-performing team environment • Support capability uplift in channel management across the organisation
Commercial Acumen	• Plan and monitor resource allocation to achieve team objectives • Consider financial implications when making recommendations • Understand and comply with procurement guidelines • Work with suppliers to ensure quality outcomes • Recognise how financial decisions impact KiwiRail's overall position • Manage channel resources effectively to deliver value • Consider financial and reputational impacts in channel decisions
Channel & Digital Leadership	• Lead best practice in channel strategy, management and optimisation • Drive innovation and continuous improvement in channel performance with a focus on digital excellence and audience engagement.

Decision Making

Key decision-making requirements of the position include:

- Determining channel strategy and prioritisation
- Selecting appropriate channels and audience targeting approaches
- Making channel optimisation and performance improvement decisions
- Allocating resources and managing channel operations and workflows
- Identifying and managing reputational and communication risks

Human Resources Delegations	Nil
Direct reports	Nil
Finance Delegations	Nil
Budget (operating and capital)	Nil
Travel Delegations	Nil
Statutory powers	Nil

Physical demands and the nature of work

This role is administration-based and requires:

- prolonged sitting and high computer usage
- limited walking, standing, twisting, bending (at the waist), crouching (bend knee)
- carrying of laptop and paperwork when alternating between home and office
- limited lifting of up to 7 kg archive boxes

Your role may include other tasks suited to your level, as your manager directs. This job description shows your current duties. We'll review and update it with you if your responsibilities change.

About you

Knowledge and experience

- Proven experience managing multi-channel communications in a complex organisation
- Strong understanding of digital, social and internal communication channels including emerging platforms and trends
- Experience using publishing, content management and analytics tools
- Strong analytical skills, with the ability to interpret data and generate insights
- Experience working with stakeholders to deliver effective communication outcomes and provide guidance on channel best practice.

Ways of working / Work-related qualities

- Strong stakeholder engagement and influencing skills
- Strategic thinker with strong delivery focus
- Adaptable and responsive to changing priorities and environments
- Collaborative and solutions-focused
- High attention to detail and commitment to quality with a strong understanding of brand voice and digital storytelling.

Other Requirements

- You comply with all KiwiRail health and safety requirements
- You can pass regular drug and alcohol screenings
- You have a current and valid NZ Driver's Licence

Qualifications

You need either:

- A tertiary qualification in communications, marketing, digital media or a related discipline
or
- Equivalent practical experience

**CREATING
STRONGER
CONNECTIONS**

The KiwiRail logo, featuring the word "KiwiRail" in a bold, sans-serif font, followed by a stylized graphic of a kiwi bird's tail feathers.