



## Manager, Internal Communications

### Position Description

<b>Team:</b>	Stakeholder Engagement & Communications Team	<b>Location:</b>	Auckland or Wellington
<b>Reports to:</b>	GM Stakeholder Engagement & Communications		
<b>Role Type:</b>	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 Manager, Internal Communications leads the development and delivery of best-practice internal and change communications strategies that maximise organisational performance, engagement and successful change outcomes across KiwiRail. The role plays a critical part in enabling change by supporting leaders and ensuring people are informed, supported and engaged through periods of strategic change.

This role supports the GM Stakeholder Engagement & Communications and works across the team as part of a small, high-performing and busy function, ensuring that internal and change communications are timely, effective and aligned with KiwiRail's vision, values and the five-year plan.

### Key Accountabilities

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

- Develop and implement integrated internal and change communications strategies, frameworks, plans and initiatives that maximise impact that supports organisational priorities which includes an ongoing focus on increasing leader led communications, engagement, change and performance.
- Lead and support a small team to deliver against that plan in a timely and effective way across a range of internal channels.
- Establish and apply change communication approaches, tools and frameworks to maximise human connection and engagement with strategy and execution (e.g. stakeholder mapping, change impact messaging, sequencing of communications).
- Measure and review the effectiveness of internal communications in a data-based way.
- Foster a constructive team culture, building capability in change communication practice, performance, and strong working relationships within the stakeholder and communications teams and across the business.

### Key challenges & Opportunities

- Determining how to maximise the impact of a small team to maximise impact and reach on communications to a diverse and large workforce in a way that increases connection and alignment to strategy and change.
- Managing communications across multiple, concurrent change initiatives in a fast-paced, high-demand environment.
- Balancing the need for timely communication with the complexity and sensitivity of organisational change and transformation programmes.
- Leading, motivating and maximising the impact of a small team to deliver, and influence leader led approaches to deliver, high-quality internal and change communications that support KiwiRail's strategic objectives.
- Ensuring alignment, consistency and teaming for effective use of expertise and subject matter knowledge within the stakeholder and communications teams and across a large organisation.
- Influencing and aligning senior stakeholders in a dynamic and fast-paced environment.
- Adapting to a rapidly evolving landscape.

<b>Key Relationships</b> Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Internal	GM Stakeholder Engagement & Communications		✓	✓	✓
	Internal Communications Team	✓	✓	✓	✓
	Stakeholder & Communications Team			✓	✓
	Executive Leadership Team		✓	✓	✓
	Senior Leadership Team		✓	✓	✓
	People Managers			✓	✓
	Business specialists (eg: Managers, key SMEs (including those implementing key change initiatives) or key specialist stakeholder managers (eg: unions, health, safety and wellbeing))			✓	✓
	People & Culture Team (alignment on key focuses like leadership, behaviours, engagement, performance)			✓	✓
External	Service firms and 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 and stakeholders
- Respond quickly to customer needs
- Develop solutions to meet customer requirements
- Solve complex customer issues
- Work with colleagues to improve customer outcomes
- KiwiRail is a 24/7 business and Managers and the team are to agree and share responsibility for after hours (evenings, nights and weekends) for KiwiRail media phone, significant incident or crisis management processes

---

by roster system ensuring appropriate capability or build of capability and workload allocation and resulting flexibility.

---

**High Performing Teams Skills**

- Lead and develop a high-performing team
  - Set clear performance standards aligned with KiwiRail's goals
  - Build a supportive and cooperative team environment
  - Provide timely and constructive feedback
  - Actively seek diverse perspectives in problem-solving
  - Identify opportunities for coaching and mentoring
- 

**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
- 

**Leadership**

- Work with the GM Stakeholder Engagement & Communications to ensure there are clear and visible enterprise and team plans so that the team has line of sight to their part, coordination and collaboration to build relationships, trust and reputation of the company.
  - Lead and support staff to achieve the aims of KiwiRail's stakeholder engagement strategies.
  - Inspire and encourage staff to maintain a consistently high standard of work
  - Lead and build capability, performance and a constructive culture within the wider stakeholder and communications team
  - Lead the directly reporting team including cascading and translation of goals, providing support, feedback and development to enable team members to perform to their maximum potential and grow.
- 

**Operational Performance**

Internal Communications

- Lead the implementation (and ongoing development) of KiwiRail's internal communications strategy
- Support the Chief Executive and leadership team with staff updates
- Lead the periodic publication of KiwiRail's staff newsletter, "The Express"
- Oversee the development and delivery of content for a range of channels, including Leader-led, Team Briefs, Townhalls, roadshows, printed collateral, corporate videos and digital screens
- Develop and deliver strategic and leader-led campaigns and materials (e.g., FAQs, leader toolkits, roadshows) to support key initiatives, e.g. Toitū Te Mauri

Digital Communications

- Update intranet pages as required
  - Manage staff Facebook group
- 

**Relationship and Engagement Management**

- Work closely with senior KiwiRail leaders to support their objectives
  - Work collaboratively with members of the wider Communications team to achieve the best outcomes for KiwiRail
- 



- 
- Help drive excellence in communications across KiwiRail and promote the value of effective communications
  - Develop productive working relationships with people across our business
- 

**Reporting**

- Measure and review the effectiveness of internal communications channels and messaging, and recommend and implement changes as appropriate
- 

**Organisational Change Communication**

- Lead the development and delivery of internal and change communications strategies and plans to support organisational strategic initiatives
  - Support leaders to translate strategic change initiatives into clear, people-focused messaging that supports understanding and adoption
  - Provide expert advice on strategic change communication approaches, including audience segmentation, message framing and communication sequencing
  - Develop and deliver strategic and leader-led change campaigns and materials (e.g. change announcements, FAQs, leader toolkits, roadshows) to support key initiatives
  - Support leaders to effectively communicate internally and lead strategic change, including coaching and preparation for key messages and engagement activities
  - Monitor and assess employee understanding, sentiment and engagement, adjusting communication approaches as needed
  - Ensure alignment and consistency of strategic change narratives across all internal channels and communications
-

## Decision-making

Key decision making follows the company's delegated authority policy and delegation financial authorities.

<b>Human Resources Delegations</b>	People Leader
<b>Direct reports</b>	2 (total staff reporting, approx. 2)
<b>Finance Delegations</b>	Nil Operating   Nil Capex
<b>Budget (operating and capital)</b>	Nil
<b>Travel Delegations</b>	Yes approves national travel, in consultation with manager
<b>Statutory powers</b>	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

- Experience of providing internal communications for a complex organisation.
- Managing competing priorities and deadlines in a fast-paced, high-demand environment.
- Ensuring consistent, clear and engaging messaging across multiple channels and diverse audiences.
- Leading and motivating a small team to deliver high-quality communications that support KiwiRail's strategic objectives.
- People leadership experience, change management experience, and experience in print, video, and web-based production are desirable.
- Experience in compiling content for magazines, newspapers, or staff newsletters, and photography/videography skills are desirable but not essential.

### Ways of working / Work-related qualities

- You speak with enthusiasm and tailor your messages to suit the needs of different audiences.
- You guide your team through challenges, ensuring they stay positive and productive.
- You take ownership of team goals, pushing for high standards and fostering a results-driven environment.
- You encourage continuous learning and development within your team.
- You promote collaboration and ensure everyone is supported and contributes to team success.

### Other requirements

- You comply with all KiwiRail health and safety requirements.

### Qualifications

- You have a tertiary qualification in journalism, communications or a related discipline, or equivalent industry experience.

**CREATING  
STRONGER  
CONNECTIONS**