

**WE'RE
GOING
PLACES.
ARE
YOU?**



Senior Marketing Manager, Passenger

Position Description

Team:	Marketing, Passenger	Location:	Wellington
Reports to:	Head of Marketing, Product & Customer Experience		
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 well-being are our number one priority, ensuring our people return home safe and healthy every day

About the Role

Purpose of the role

The Senior Marketing Manager leads Passenger's consumer brand and marketing strategy across Interislander and Great Journeys New Zealand, building recognition, trust, preference and qualified demand for our services.

The role connects customer and market insight, product propositions and commercial priorities to develop distinctive brand positioning and integrated marketing plans. It strengthens how each brand is understood and experienced, including its credentials, messaging, tone of voice and consistent look and feel.

The role is accountable for the Interislander Brand & GJNZ Brand plans, Passenger marketing plan, campaign portfolio, approved marketing investment and leadership of the marketing team, including the Design Studio. It ensures creative, content, PR and activation activity works together to support customer and commercial outcomes.

Working in a matrix with Revenue Generation, Revenue Optimisation, Product, Customer Experience and Operations, the role agrees shared priorities, campaign objectives, resource commitments and measures. Digital Revenue retains accountability for acquisition execution, digital trading, conversion and CRM deployment; the Senior Marketing Manager ensures brand, campaigns, content and creative support these activities through coordinated planning and delivery.

The role owns Passenger consumer brand strategy within KiwiRail's enterprise brand framework. It works with Enterprise Brand and Communications on group standards, brand architecture and reputation matters, and with the Design Studio Lead on creative interpretation and consistent execution.

The role also leads marketing and launch planning for the new Interislander ferries, working with the Customer Experience & Service Design Manager – FRP and relevant programme and operational teams.

Key Accountabilities

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

Marketing Strategy and Demand Planning

- Develop and deliver Passenger's consumer brand and marketing strategy within the direction set by the Head of Customer, Product & Brand.
- Define priority audiences, positioning, brand credentials, customer propositions and demand opportunities using customer, tourism and market insight.
- Develop distinct approaches for Interislander and Great Journeys New Zealand while using shared Passenger capability effectively.
- Build brand recognition, trust, preference and emotional connection that encourage customers to choose our services.
- Align marketing priorities with product development, customer experience and commercial objectives.
- Plan marketing activity supporting demand for the new Interislander ferries.

Annual Marketing Planning

- Develop an integrated annual marketing plan with clear objectives, audiences, ownership, timing, investment and measures.
- Connect marketing plans with Digital Revenue, Trade, Partnerships, Revenue Optimisation, Strategic Partnerships Manager and operational priorities.
- Use Passenger's quarterly focus areas to agree shared priorities, dependencies and capacity.

- Plan content and Design Studio requirements early, balancing campaign commitments with ongoing customer and commercial needs.
- Maintain visibility of marketing commitments and recommend activity to start, stop, defer or reprioritise.
- Agree resource commitments and escalation arrangements where delivery spans functions.

Campaign and Demand Delivery

- Lead campaign strategy, propositions, messaging and briefs across content, PR, influencers, activation, creative and relevant customer touchpoints.
- Develop integrated campaign plans jointly with Digital Revenue, involving Trade, Partnerships, Product, CX and Operations where appropriate.
- Agree campaign leadership, channel contributions, budget holders, approvals and success measures before delivery begins.
- Ensure digital acquisition, landing pages, email and conversion activity are connected with campaign creative and content.
- Hold the marketing team accountable for its agreed contributions and secure delivery commitments from other participating functions.
- Review results jointly with channel owners and use findings to improve subsequent activity.
- Lead the marketing contribution to the new-ferry launch, working with the Customer Experience & Service Design Manager – FRP and programme teams.

Brand, Design Studio and Content Leadership

- Own Passenger consumer brand positioning, messaging and tone of voice within KiwiRail's enterprise brand framework.
- Translate brand and marketing strategy into clear creative objectives with the Design Studio Lead.
- Lead the Design Studio Lead, agreeing priorities, capacity, delivery expectations and development objectives.
- Delegate creative interpretation, concept development, art direction, work allocation and routine quality assurance to the Design Studio Lead.
- Ensure the studio contributes early to campaigns, products, partnerships and customer experience initiatives.
- Establish transparent intake and prioritisation arrangements that support requirements across Passenger.
- Resolve material studio capacity and priority conflicts with relevant managers, escalating where necessary.
- Review the studio's capability mix, including digital design, video, motion, content capture and UX/UI, and agree development or specialist support.
- Agree one content calendar with Digital Revenue, covering traditional marketing, website, search, email and planned organic social requirements.
- Ensure consistent brand expression across campaigns and permanent touchpoints, working with Enterprise Brand, Operations and project teams on standards and approvals.

Marketing Effectiveness and Commercial Contribution

- Establish brand and marketing measures covering awareness, consideration, preference, trust and qualified demand.
- Agree how customer research, segmentation and brand tracking will be provided within approved resources.
- Establish shared campaign measures with Digital Revenue and Revenue Optimisation, alongside outcomes directly controlled by Marketing.
- Evaluate marketing's contribution to enquiries, acquisition, bookings and retention with channel owners.
- Use customer and performance evidence to improve creative, content, propositions and investment.
- Provide actionable reporting that explains results, attribution limitations and recommended changes.

Customer Proposition and Experience

- Ensure marketing clearly and consistently communicates the Interislander and Great Journeys New Zealand propositions.
- Work with Product and Customer Experience to align the brand promise with the experience customers receive.
- Identify gaps between marketing claims and service delivery and agree action with accountable teams, working collaboratively with the Customer Experience & Service Design Manager.
- Ensure content and creative reflect accurate product, operational and accessibility information.
- Work with the Customer Experience & Service Design Manager – FRP on new-ferry propositions, experience standards and launch readiness.
- Use customer feedback to improve marketing and inform wider product and experience decisions.

Marketing Investment and Supplier Management

- Develop and manage the approved marketing budget allocated to the role, within confirmed delegations.
- Distinguish marketing-controlled expenditure from performance media, Trade or other investment held by different managers.
- Agree integrated campaign investment, identifying the budget holder and approval requirements for each component.
- Maintain visibility of commitments and expected returns across the campaign portfolio.
- Manage marketing agencies, suppliers and retained brand or sustainability sponsorships against clear objectives and agreed value.
- Review non-revenue generating sponsorships to determine those appropriate and manage the execution of these.
- Work with the Design Studio Lead to secure approved specialist support where internal capability or capacity is insufficient.
- Ensure procurement, contractual and usage-rights requirements are met.
- Stop, defer or recommend redirecting activity where it is low value, off-plan or unsupported by resources.

Team Leadership and Capability

- Lead the Content Marketing Specialist, PR and Influencer Specialist, Campaign & Marketing Activation Specialist and Design Studio Lead.
- Set clear outcomes, decision rights and performance expectations.
- Coach and develop direct reports, supporting specialist capability and effective people leadership within the studio.
- Build an accountable, collaborative culture focused on customer outcomes, quality and measurable contribution.
- Manage workloads sustainably and make transparent choices when demand exceeds capacity.
- Establish practical tools, calendars, templates and workflows that reduce duplication and rework.
- Encourage ownership from planning through delivery, review and learning.

Cross-functional Leadership

- Work with the Head of Customer, Product & Brand and Head of Revenue & Growth to align priorities and resolve dependencies.
- Agree shared goals, responsibilities and delivery commitments with the Digital Revenue and E-Commerce Manager.
- Respect Digital Revenue's ownership of performance marketing execution, trading, conversion and CRM deployment while ensuring coordinated marketing inputs.
- Work with the Website and Technology UX Lead on platform-related requirements, recognising its responsibility for development and ICT coordination.

- Collaborate with Trade, Partnerships, Revenue Optimisation, Product, CX and Operations on customer and commercial initiatives.
- Maintain effective relationships with Enterprise Brand and Communications, Procurement, Finance, Legal and Safety.
- Review decision-making, handovers, capacity and collaboration through quarterly planning and improve arrangements where required.

Key Challenges

- Building demand and preference across two distinct Passenger brands, audiences and propositions.
- Balancing long-term brand development with immediate revenue opportunities and campaign requirements.
- Connecting marketing strategy and creative delivery with digital channels managed through another function.
- Establishing clear campaign ownership, resource commitments and decision-making across a matrix structure.
- Demonstrating marketing's contribution to customer and commercial outcomes without attributing all channel performance to marketing activity.
- Prioritising marketing, content and studio capacity across competing Passenger requirements.
- Maintaining consistent brand expression across campaigns, websites, partnerships and permanent customer touchpoints.
- Preparing for the new ferries while supporting existing services and seasonal priorities.
- Developing specialist capability and using agency support effectively within approved resources.

Measures of Success

Success in this role will be demonstrated through:

- Delivery of an integrated annual marketing plan aligned with Passenger's commercial priorities and quarterly focus areas.
- Delivery of agreed marketing and launch-readiness milestones for the new ferries.
- Improvement in agreed brand measures, including awareness, consideration, trust and preference.
- Clear, distinctive positioning and consistent messaging across both brands.
- Campaigns delivered against agreed objectives, timing, investment and quality.
- Clear ownership and delivery commitments across Marketing, Digital Revenue and other participating functions.
- Evidence of marketing's contribution to qualified traffic, enquiries, acquisition and bookings, assessed jointly with channel owners.
- Effective content, creative and PR support for digital revenue, Trade and partnership activity.
- Reliable studio delivery, transparent priorities and reduced avoidable rework.
- Customer research, brand tracking and performance evidence informing decisions and improvements.
- Disciplined management of the marketing budget and commitments allocated to the role.
- Strong team capability, sustainable workloads and effective cross-functional working.

Specific targets and baselines will be agreed with the Head of Customer, Product & Brand and relevant commercial leaders. Performance measures will distinguish directly controlled outcomes from shared contributions.

Key Relationships		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Here are the key relationships relevant to this role					
Internal	Passenger Marketing, Product Development, Operations, Customer Experience & Revenue		✓	✓	✓
	Sales / Trade Team Passenger		✓	✓	✓
	Marketing Team	✓			
	C&G Brand Enterprise Team			✓	✓
	Travel Centre Teams		✓	✓	✓
	Revenue Team Passenger		✓	✓	✓
	Crew & onboard Experience GJNZ & commuter		✓	✓	✓
	Fleet operations GJNZ		✓	✓	✓
	New Ferries Programme Office		✓	✓	✓
	IIL Crew Operations		✓	✓	✓
	Māori Affairs Internal team			✓	✓
External	Tourism Industry partners: TIA, TNZ, RTOs, etc			✓	✓
	Technical stakeholders			✓	✓
	Customers		✓		
	Ferry Holdings Limited		✓	✓	✓
	Iwi associated with Cook Strait			✓	✓

What you will do to contribute

Health Safety and Wellbeing

- Integrate safety and wellbeing into marketing planning, activations, production and team delivery.
- Ensure relevant operational and safety approvals are obtained for customer-facing activity.
- Identify and escalate risks associated with events, filming, installations, collateral and other marketing activity.
- Ensure suppliers and external partners meet applicable KiwiRail requirements.
- Manage workload and priorities responsibly, supporting sustainable performance.
- Respond appropriately to incidents, near misses and emerging risks within the team's activities.

Customer Focus

- Use customer research, feedback and market insight to understand audiences, motivations and barriers to choosing Passenger services.
- Ensure marketing propositions accurately reflect the products and experiences customers can expect.
- Work with Product, Customer Experience and Operations to identify and address gaps between the marketing promise and actual experience.
- Promote clear, accessible and relevant communication across customer touchpoints.
- Recognise the different requirements of domestic, international, trade and direct audiences.
- Ensure customer insight informs campaign, content and investment decisions.

High Performing Teams Skills

- Lead and develop the Content Marketing Specialist, PR and Influencer Specialist, Campaign & Marketing Activation Specialist and Design Studio Lead.
- Set clear priorities, outcomes, decision rights and performance expectations.
- Provide timely coaching, feedback, development and performance management.
- Delegate day-to-day studio workflow, work allocation, art direction and creative quality assurance to the Design Studio Lead.
- Agree content and studio commitments across functions, resolving material capacity and priority conflicts.
- Build an accountable team culture that encourages constructive challenge, early communication and reliable follow-through.
- Review future capability needs and recommend training, development or approved specialist support.
- Ensure work is allocated transparently across locations and according to capability, capacity and agreed priorities.

Commercial Acumen

- Develop the marketing investment plan and manage the approved budget allocated to the role.

- Assess investment against audience opportunity, brand development and expected customer and commercial contribution.
- Agree integrated campaign investment with Digital Revenue, identifying the budget holder, commitments and approval requirements for each component.
- Maintain visibility of total campaign investment and outcomes while expenditure accountability remains with the relevant budget holder.
- Manage allocated brand, research, creative, content, PR and activation expenditure within approved budgets and delegations.
- Assess retained brand or sustainability sponsorship activity against clear objectives and measures.
- Use agencies selectively to complement internal capability and capacity.
- Make supplier and contractual commitments only within approved financial and procurement authority.
- Recommend stopping, deferring or redirecting activity where value, alignment or deliverability is insufficient.

Passenger Brand Strategy and Stewardship

- Develop and maintain consumer brand strategies for Interislander and Great Journeys New Zealand, translating the direction set by the Head of Customer, Product & Brand into positioning, messaging and marketing activity.
- Define priority audiences, category positions, customer promises, brand credentials and reasons to choose our services.
- Build recognition, trust and emotional connection that support customer preference, repeat travel and the value placed on Passenger experiences.
- Develop messaging and tone-of-voice frameworks appropriate to each brand.
- Work with Product and Customer Experience to align brand positioning with propositions, experience standards and service delivery.
- Collaborate with Enterprise Brand and Communications on brand architecture, group identity standards and material reputation matters.
- Set strategic creative requirements with the Design Studio Lead, who leads concepts, art direction and execution.
- Establish agreed approval arrangements for consumer brand expression across vessels, trains, terminals, digital channels and partner spaces.
- Work with Operations and project teams to address material inconsistencies in permanent branding and wayfinding.

Marketing Strategy and Integrated Planning

- Develop and maintain an annual marketing plan covering objectives, audiences, campaigns, investment, owners and success measures.
- Build on Passenger's quarterly focus areas to agree shared priorities, dependencies and realistic capacity.
- Coordinate marketing activity with product development, revenue opportunities, service capacity and operational readiness.
- Develop distinct approaches for each brand while using shared Passenger capability effectively.
- Maintain one integrated view of marketing campaigns and commitments, connected to Digital Revenue and Trade plans.
- Agree responsibilities, resources and escalation arrangements before work begins.

	• Reprioritise activity using customer insight, market conditions, commercial evidence and delivery capacity.
Campaign and Demand Delivery	• Lead campaign strategy, audience propositions, messaging and creative briefs within agreed Passenger priorities. • Develop campaigns jointly with Digital Revenue, involving Trade, Partnerships, Product, CX and Operations where relevant. • Agree a named campaign lead, channel contributions, budget ownership, delivery responsibilities, approvals and measures before activity begins. • Ensure performance media, landing pages, email, content, PR and activation are planned together where required. • Commit marketing, content and studio resources to agreed campaigns and obtain corresponding commitments from channel owners. • Ensure campaigns support Trade and partner activity as well as direct customer channels. • Review creative and channel performance jointly and agree changes during delivery. • Evaluate campaigns against shared brand, customer and commercial objectives, identifying each function's contribution. • Escalate unresolved resource, investment or priority conflicts to the Head of Customer, Product & Brand and Head of Revenue & Growth.
Design Studio and Content Leadership	• Set creative and content priorities aligned with the marketing plan and agreed Passenger requirements. • Approve briefs and strategic creative direction within the role's authority, supported by the Design Studio Lead's specialist judgement. • Ensure the studio has effective intake, prioritisation, workflow and quality-assurance processes. • Enable routine studio decisions without direct oversight from the Head. • Agree content and creative service commitments with Digital Revenue, Trade, Partnerships and other functions. • Review the studio's capability mix with the Lead, including graphic design, video, motion, content capture and UX/UI design. • Secure approved supplier support where specialist expertise or additional capacity is required. • Maintain one content calendar with Digital Revenue, balancing traditional marketing, website, search, email and planned social requirements. • Ensure content and creative assets are reused appropriately, with permissions and usage rights recorded.
Marketing Effectiveness and Insight	• Establish brand and marketing measures covering awareness, consideration, preference, trust and qualified demand. • Agree how customer research, segmentation and brand tracking will be provided within approved resources. • Agree access to relevant website, search, campaign, email and conversion reporting with Digital Revenue and analytical support. • Establish shared campaign measures alongside outcomes directly controlled by Marketing. • Work with channel owners to connect marketing activity with traffic quality, enquiries, bookings and retention outcomes. • Use evidence jointly to improve creative, content, audience propositions and investment.

	• Report actionable findings, attribution limitations and recommendations. • Contribute to retention and loyalty objectives through relevant brand, campaign and content activity.
New Ferries Marketing and Launch	• Lead the marketing contribution to the new-ferry launch, including positioning, communications, demand development and creative requirements. • Work with the Customer Experience & Service Design Manager – FRP to ensure marketing reflects agreed propositions, journeys, experience standards and readiness. • Coordinate launch priorities with Revenue Generation, Product, Operations and programme teams. • Plan campaigns and assets against confirmed milestones and operational capability. • Ensure launch commitments have clear ownership, resources and approval arrangements. • Establish ongoing ownership of marketing assets and consumer brand standards after programme delivery.
Cross-functional Leadership and Continuous Improvement	• Work with the Head of Customer, Product & Brand and Head of Revenue & Growth to align priorities and resolve dependencies. • Establish clear decision rights, resource commitments and handovers where work spans functions. • Coordinate shared objectives with Digital Revenue while respecting ownership of channel execution and platforms. • Maintain productive relationships with Enterprise Brand and Communications, Finance, Procurement, Legal and Safety. • Review collaboration, workload, handovers and decision-making through quarterly planning. • Improve processes, templates, reporting and approved technology to increase quality and efficiency.

Decision Making

The Senior Marketing Manager is accountable for developing and delivering Passenger consumer brand and marketing strategy, marketing-team performance and the budget allocated to the role, within the direction set by the Head of Customer, Product & Brand and KiwiRail's governance requirements.

The role:

- Develops consumer brand and marketing strategies for approval where required.
- Determines marketing briefs, messaging, creative priorities and allocation of the team's capacity within approved plans.
- Agrees cross-functional campaign investment, channel commitments and shared measures with the relevant accountable managers.
- Approves routine consumer brand application within agreed standards.
- Stops or defers activity that lacks a clear objective, approval, value or available capacity.
- Makes supplier and expenditure commitments within formally approved delegations.
- Escalates material changes to positioning, investment, portfolio priorities or cross-functional commitments through the appropriate leaders.

The Design Studio Lead owns day-to-day studio operation, art direction and creative quality.

The Digital Revenue and E-Commerce Manager retains responsibility for performance marketing execution, digital trading, conversion and CRM deployment. The Senior Marketing Manager is accountable for the brand, content, creative, PR and activation contributions to those activities.

The Website and Technology UX Lead retains responsibility for website and CRM platform development and requirements, working with ICT. Product, CX and Operations retain their respective product, service and operational responsibilities.

Enterprise Brand and Communications retains enterprise governance and corporate communications authority.

Human Resources Delegations	People Leader
Direct reports	3-6
Finance Delegations	Level 7: \$100,000
Budget (operating and capital)	\$2 Million
Travel Delegations	Nil
Statutory powers	Nil

Physical demands and the nature of work

The role involves:

- Sustained computer use and periods of sitting.
- Regular meetings and collaboration across geographically dispersed teams.
- Occasional attendance at customer, industry, media, activation, production and operational locations.
- Domestic and occasional international travel with appropriate approval.
- Agreed flexibility for significant launches, campaigns and events.

Other duties appropriate to the role's level may be assigned by the manager. The position description may be reviewed as responsibilities change.

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

- Significant consumer marketing experience in tourism, travel, transport, services, retail or another customer-focused sector.
- Demonstrated experience developing consumer brand positioning and translating it into preference and demand.
- Experience leading integrated campaigns and coordinating brand and performance activity.
- Strong understanding of segmentation, customer insight, brand measurement and marketing effectiveness.
- Experience leading specialist marketing and creative teams.
- Ability to guide creative strategy while enabling specialist art direction and design leadership.
- Working knowledge of digital acquisition, search, conversion, CRM and lifecycle marketing sufficient to shape integrated plans and interpret results.
- Commercial judgement and experience managing marketing investment, budgets, agencies and suppliers.
- Experience aligning brand expression across digital and physical customer touchpoints.
- Strong influencing skills and experience securing delivery across functions without direct reporting authority.
- Experience working within brand, communications, procurement and financial governance.
- Experience supporting a significant product or service launch would be advantageous.

Ways of Working

- Customer-focused and commercially grounded.
- Able to balance long-term brand development with immediate delivery.
- Clear about priorities, responsibilities and decisions.
- Uses evidence to challenge assumptions and improve performance.
- Builds productive relationships across organisational boundaries.
- Delegates effectively while maintaining accountability.
- Communicates resource constraints and risks early.
- Develops people and supports sustainable team performance.
- Takes ownership from planning through delivery, review and learning.

Other Requirements

- Ability to travel as reasonably required.
- Current New Zealand driver licence where required for approved travel.
- Ability to meet applicable KiwiRail safety and employment requirements.

Qualifications

A relevant tertiary qualification in marketing, communications, business, commerce or a related discipline, or equivalent significant professional experience.