

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



Business Development Manager – New Zealand

Position Description

Team:	Passenger Customer & Growth	Location:	TBC
Reports to:	Senior Manager, Trade & Distribution		
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 Business Development Manager, New Zealand is responsible for growing the domestic Passenger revenue and market presence across the New Zealand trade market for Interislander and Great Journeys New Zealand.

The role hunts, develops and grows relationships with travel trade partners, identifies new business opportunities and converts these into targeted sustainable revenue growth. It manages an allocated portfolio of trade partners and market opportunities, with accountability for new revenue channels, partner acquisition, account development, sales performance and delivery against agreed revenue targets.

Working closely with the Senior Manager Trade & Distribution and wider Passenger commercial teams, the role brings market and customer insight into strategic sales activity, product development, campaigns and revenue decisions to support growth across the Passenger portfolio.

Key Accountabilities

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

- Deliver agreed sales and revenue targets across the New Zealand trade market.
- Develop and execute targeted sales activity for allocated accounts, market segments and opportunities in line with the Passenger trade sales strategy.
- Develop and have agreed, clear quarterly goals and cycle plans that are shared across the business
- Identify, pursue and convert new business opportunities across wholesalers, retailers, travel agents, online travel agents and other relevant trade sales and distribution channels.
- Build and maintain strong commercial relationships with existing and actively hunt new trade partners.
- Grow the value and performance of existing accounts through proactive account planning, product development, cross-selling and identification of new business growth opportunities.
- Maintain an active pipeline of sales opportunities and ensure opportunities, customer activity and account information are accurately recorded through agreed CRM and reporting processes.
- Work with trade partners in a disciplined cycle to improve product knowledge, visibility and conversion through training, sales support, familiarisations and market activity.
- Monitor and report on account and market performance and provide regular reporting on sales activity, pipeline, revenue performance, opportunities and risks.
- Work closely with Marketing and the Strategic Partnership Manager to maximise and deliver priority domestic partnership commitments and campaigns.
- Cross and co-promote Interislander and Great Journeys New Zealand products across the New Zealand trade market.
- Working with the product team, develop opportunities for domestic packages, tours, group travel and other trade-led propositions that support Passenger revenue growth.
- Budget and prioritise which trade events, industry forums, expo's and partner engagements add value and represent relevant Kiwirail Passenger businesses at these.
- Provide ad-hoc and quarterly market intelligence and customer insights to support ongoing commercial, product, marketing and revenue decisions.
- Understand drivers of revenue and profitability and present well thought through recommendations for be verified by the Revenue Optimisation team, including consideration of market conditions, customer behaviour, pricing opportunities and promotional activity.
- Lead commercial negotiations with trade partners within approved pricing, contractual and commercial parameters.
- Work across Passenger teams to ensure new opportunities can be effectively developed, implemented and supported.
- Contribute to the development of the annual trade sales plan and market priorities.

Key Challenges

- Delivering revenue growth in a competitive domestic tourism and travel market.
- Balancing the development of existing accounts with the need to continually identify and convert new business.
- Building demand across multiple Passenger products, customer segments and distribution channels.
- Understanding changing market conditions, customer behaviour and partner requirements and translating these into commercial opportunities.
- Coordinating across Sales, Revenue Optimisation, Marketing, Product and operational teams to bring opportunities to market.
- Maintaining a strong and credible presence with trade partners while ensuring commercial arrangements remain within agreed Passenger parameters.

Key Relationships Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Internal	Marketing Passenger: Digital, Brand activation, Partnership & Sponsorships			x	x
	Sales / Trade Team Passenger		x	x	x
	Brand Strategy Team C&G		x	x	x
	Product development team Passenger			x	
	Revenue team Passenger		x	x	x
	Crew & onboard Experience GJNZ & commuter			x	x
	Fleet operations GJNZ & commuter			x	x
	IIL Crew Operations			x	x
	IIL Fleet Operations			x	x
	Kiwirail Communications Team			x	x
External	Regional tourism organisations, Tourism New Zealand and tourism industry bodies			x	x
	New Zealand travel wholesalers and retail travel agency networks			x	x
	Travel agents and independent travel advisers			x	x
	Complementary partners supporting joint trade offers and itineraries			x	x
	Trade event & travel expo organisers			x	x

What you will do to contribute

Health Safety and Wellbeing	• Promote a culture of safety and wellbeing within your team • Respond effectively to safety incidents and near-misses • Support team members' physical and mental health • Take responsibility for your own health, safety and wellbeing and contribute to a safe and healthy workplace. • Identify and raise health, safety and wellbeing risks associated with travel, events, partner activity and day-to-day work. • Demonstrate KiwiRail's health, safety and wellbeing expectations in interactions with colleagues, customers and external partners.
Customer Focus	• Develop a strong understanding of trade partner and end-customer needs and use these insights to identify opportunities for growth. • Build trusted, productive relationships with trade partners and provide responsive and commercially focused support. • Ensure partner feedback and market insights are shared with the relevant Passenger teams. • Look for opportunities to improve the way Passenger products are represented, understood and sold through trade channels.
High Performing Teams Skills	• Work collaboratively with the Senior Manager, Trade & Distribution and wider Passenger team to deliver shared commercial outcomes. • Build effective relationships across Marketing, Product, Revenue Optimisation, Customer Experience and operational teams. • Share market intelligence, growth opportunities and insights with colleagues. • Develop and share opportunities to improve sales and wider business discipline for supporting the continuous improvement culture • Take ownership for agreed commitments and follow opportunities through from identification to implementation.
Commercial Acumen	• Maintain a strong understanding of the commercial performance of allocated accounts and market segments. • Provide commercially grounded recommendations on opportunities, promotions, packages and trade activity. • Use sales, revenue, customer and market information to identify growth opportunities and prioritise activity with the use of CRM based planning • Understand the commercial drivers of Passenger products and consider revenue, yield and customer value when developing opportunities. • Negotiate effectively with customers and partners within approved commercial and contractual parameters.
Business Development and Sales - Other Role-Relevant Competences	• Maintain a tracked active pipeline of new and developing business opportunities with the use of regular reports and CRM • Prospect for and develop relationships with potential new trade customers and distribution partners. • Develop account plans for priority partners and translate these into clear sales activity. • Identify opportunities to increase product penetration and cross-sell across Interislander and Great Journeys New Zealand. • Convert opportunities into measurable sales and revenue outcomes. • Monitor progress against agreed targets and adjust activity where required.

Trade Partner Management	• Develop strong relationships with partners, agents, wholesalers, retailers, online travel agents and other relevant trade partners. • Understand partner business models, customer segments and sales opportunities. • Support partners with product updates, information, training and sales activity that improves their ability to sell Passenger products. • Coordinate familiarisations, trade engagement and other partner activity where appropriate. • Working with the Senior Manager, Trade & Distribution to lead the domestic annual contracting process, commercial discussions and ensure agreed arrangements are effectively implemented.
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Market Development and Insight	• Maintain a strong understanding of the New Zealand tourism and travel market. • Monitor competitor activity, distribution trends, customer demand and emerging market opportunities. • Gather insights from partners and customers and translate these into actionable recommendations. • Identify opportunities for new products, packages, channels or customer segments. • Provide market input into Passenger sales, marketing, product ,revenue reporting and planning.
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Decision Making

The Business Development Manager, New Zealand operates within agreed Passenger commercial, pricing and contractual frameworks and is accountable for day-to-day decisions relating to the development and management of their assigned accounts, sales pipeline and market activity.

Key decision-making requirements include:

- Prioritising sales opportunities and account activity within the agreed New Zealand trade sales plan.
- Determining the appropriate approach to developing and progressing prospective customers and partners.
- Managing day-to-day trade partner relationships and sales activity.
- Recommending commercial, product, package and promotional opportunities based on market insight.
- Negotiating with customers and partners within approved commercial and pricing parameters.
- Escalating pricing, contractual or commercial decisions outside delegated parameters to the appropriate decision maker.
- Determining when cross-functional input is required to progress an opportunity.

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:

- Office-based with regular engagement with customers, trade partners and internal stakeholders.
- Regular travel within New Zealand will be required to meet partners, attend industry events and undertake market activity.
- The role may occasionally require attendance at events or customer engagements outside standard business hours.

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

- Demonstrated business development, sales or account management experience, ideally within tourism, travel, transport or a related customer-focused industry.
- Strong knowledge of the New Zealand travel trade and tourism distribution environment.
- Experience developing and managing relationships with travel agents, wholesalers, retailers, online travel agents or comparable distribution partners.
- Demonstrated ability to identify new business opportunities and convert these into commercial outcomes.
- Experience managing a portfolio of accounts and delivering against sales or revenue targets.
- Strong commercial capability, including experience contributing to customer negotiations and commercial arrangements.
- Experience using sales data, market information and customer insight to identify opportunities and inform decisions.
- Experience with CRM systems, sales pipeline management, forecasting and performance reporting.
- Understanding of pricing, yield and revenue principles and how these influence sales decisions.
- Strong stakeholder management and relationship-building capability.
- Confident presentation, communication and negotiation skills.

Ways of working / Work-related qualities

- Commercially focused and motivated by delivering measurable results.
- Proactive and comfortable identifying and pursuing new opportunities.
- Strong relationship builder who develops credibility with customers and colleagues.
- Customer and market focused, with curiosity about what drives customer and partner behaviour.
- Comfortable working independently while contributing to wider team outcomes.
- Organised and disciplined in managing accounts, pipeline and competing priorities.
- Collaborative and able to work effectively across functional boundaries.
- Pragmatic, adaptable and comfortable operating in a changing commercial environment.

Other Requirements

- Ability to undertake regular domestic travel and attend trade events and partner engagements as required.
- Current and valid New Zealand Driver Licence.

Qualifications

You need either:

- A relevant tertiary qualification in business, tourism, marketing, sales or a related discipline; or
- Equivalent relevant commercial, tourism, trade sales or account management experience.

And:

- Demonstrated experience in business development, trade sales or account management with responsibility for delivering commercial outcomes.