



Head of Sales Interislander

Purpose:

The Head of Sales will develop and lead Interislander’s sales strategy to maximise revenue/EBITDA and deliver desired sales outcomes. Reporting to the Programme Director - New Interislander, this role is an exciting opportunity for an inclusive, collaborative, and progressive leader to help shape the future of the Interislander’s wholesale, domestic and international sales channels and relationships.

The role will lead a small sales team, and will be primarily be responsible for leading and expanding Interislander market penetration with the objective of increasing sales. This role will focus on building customer loyalty, achieving revenue targets, improving margin contribution, representing Interislander and wider KiwiRail brands, and actively growing new business opportunities.

This role is also responsible for creating commercially viable business development plans aligned to particular markets, services and locations, and creating new opportunities. They will strive to meet stakeholder expectations, implement strategic customer plans, successfully enhance key customer relationships to build collaboration and partnership, and facilitate cross-functional team communication and coordination.

For an experienced and capable Head of Sales, this role offers endless opportunities to make your mark. We have a new and exciting future ahead of us at the Interislander and KiwiRail and have strong growth targets to achieve.

You must be results focused, need to be savvy, commercially and intellectually agile, have a great team attitude, and be customer focused. Naturally you will be good with numbers and have an ability to translate insights into actions.

This role does have international reach and therefore the Head of Sales role needs to be able to have flexibility around hours of work to cater to our international market – and may be required to travel domestically and internationally at certain times.

Health and Safety is an important part of how KiwiRail operates. You will be a safety leader and will be expected to “walk the safety talk”

Dimensions:

Reports to:	Programme Director, New Interislander
Responsible for:	Direct reports include: Domestic Trade Manager, International Trade Manager
Location:	Wellington
Budget:	TBC



Internal Contacts: Interislander teams, Integrated Marketing Manager, Wider KiwiRail Marketing Team, Wider Sales and Commercial Team, Interislander Operational Teams, Internal Communications Team, iRex teams, ICT, Finance, HR

External Contacts: Wholesale Agents
Retail Agents
Strategic partners

Key Accountabilities

Strategy
<ul style="list-style-type: none"> • Provide strategic input into Interislander growth plans and strategies to help broaden existing markets, develop new markets and integrate customer offerings. • Help translate Interislander’s growth agenda into concrete sales and operational plans. • Identify customer/ sector growth opportunities or/and innovative solutions and work with other business areas to progress. • Provide insight on the profitability of each customer segment and strategies to optimise the relationship and market. • Work closely with the Head of Communications, Marketing and Engagement to develop an integrated sales and marketing strategy.
Customer and Stakeholder Engagement
<ul style="list-style-type: none"> • Play a lead role in understanding customers’ long-term needs and market trends. Understand customer and stakeholder requirements, ensuring that Interislander strategies are aligned to their strategies. • Understand and develop a customer relationship framework for our sales partners and customers. Develop and implement strategic customer plans. • As appropriate, form strong relationships with wholesalers, partners and retailers to grow and develop new and existing opportunities. • Proactively identify improvement areas across the Interislander commercial offerings, space allocations and utilisation to get the best commercial outcome for Interislander/KiwiRail. • Through the transition process ensure effective communications are maintained with domestic and international partners kept well informed minimizing any negative impact of disruptions on our business.
People and Leadership
<ul style="list-style-type: none"> • Accountable for proactively leading the sales team and direction in line with the strategic objectives of the Interislander. • Provide positive leadership across the professional team/Interislander business to achieve outstanding business outcomes and genuine/effective two-way communication between the different teams • Help foster and demonstrate high levels of collaboration with peers, direct reports and wider KiwiRail team to get the required business outcomes • Utilise the Just and Fair Culture approach for handling staffing situations. • Actively pursue development of a more diverse and inclusive workforce within Interislander.



- Actively leads and facilitates new and different ways of working within own team and across Interislander, encouraging bottom-up engagement and collaboration and creating environments that promote different thinking and ideas.
- Champion a culture that is focused on effective relationships and engagement with our customers (both internal and external), our stakeholders and broader communities.

Finance and Cost Management

- Develops and adheres to budgets.
- Deliver initiatives cost-effectively, and where initiatives show a positive return on investment. Understand and utilise benefits realisation and data to make strategic partnership arrangements.
- Manage contractual arrangements and understand the benefits that will be achieved.
- Manage 3rd party relationships for services outsourced to agencies including annual reviews of performance relative to contracted obligations.

Zero Harm

- Responsible for complying with all rail safety system standards, procedures and statutory requirements within your area of responsibility
- Responsible for your own safety and that of other rail employees, contractors and visitors within your work environment
- Responsible for the identification, reporting and initial control of any safety or environmental hazard identified within your area to your immediate manager
- Adhere to Kiwirail’s health and safety requirements and take responsible for maintaining a proactive approach regarding both personal wellbeing as well as that of fellow employees, associated client personnel, sub-contractors and members of the public.
- Report all accidents and incidents to your immediate supervisor within one hour.

Person Profile

Essential:	Desirable:
<ul style="list-style-type: none"> • 9+ years in a sales or business development leadership role • Excellent leadership skills • Proven track record of achieving growth in sales results • Strong commercial acumen. Proven ability to analyse, interpret and problem solve around business data to provide market and operating insights. • Strong relationship and communication skills, with demonstrated ability to build relationships and influence collaborative working across KiwiRail. 	<ul style="list-style-type: none"> • Experience in International and domestic tourism and passenger markets.



Education:

Essential:	Desirable:
<ul style="list-style-type: none">• Relevant Tertiary Qualification (business, commerce, etc)	<ul style="list-style-type: none">• Qualification/s in Leadership, Management and/or Business Studies or Commerce.• Bachelor of Commerce

