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KiwiRail

Campaign and Marketing Activation Specialist

Position Description

Team:	Customer, Brand and Product | Passenger	**Location:**	Wellington or Christchurch
Reports to:	Senior Marketing Manager		
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 Campaign and Marketing Activation Specialist coordinates integrated campaign delivery and customer-facing activation across Interislander and Great Journeys New Zealand.

The role turns approved marketing plans and campaign briefs into coordinated activity that is delivered on time, within approved budget and to the required quality standard. It manages the campaign and activation calendar, coordinates assets, suppliers, approvals and dependencies, and ensures activity is effectively delivered across relevant customer touchpoints.

The role works across Marketing, Content, PR and Media, Design, Revenue Generation, Product, Customer Experience and Operations to resolve delivery requirements and ensure campaign activity can be implemented effectively in customer-facing and operational environments.

The role owns coordination and activation delivery from approved brief through launch and review. It captures delivery learning and uses this to improve future activity, processes and ways of working.

Key Accountabilities

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

Campaign Coordination

- Maintain an accurate, current Passenger campaign and activation calendar showing agreed activity, delivery dates, ownership and key dependencies.
- Translate approved campaign briefs into documented delivery plans with clear actions, owners, milestones, approval requirements and success measures.
- Coordinate Content, Design, PR and Media, suppliers and internal teams to deliver agreed campaign requirements within approved timeframes.
- Track progress against milestones, follow up outstanding actions and provide clear status updates at agreed intervals.
- Identify delivery risks and unresolved dependencies early, taking corrective action within agreed authority or escalating with recommended solutions.
- Confirm that required assets, approvals and operational arrangements are in place before launch, escalating outstanding requirements to the relevant decision-maker.

Customer Touchpoint and Marketing Activation

- Coordinate agreed customer-facing activity across events, launches, signage, collateral, terminals, vessels, trains, partner channels and other relevant touchpoints.
- Deliver assigned onboard, seasonal and targeted customer activation programmes to agreed requirements, timeframes and quality standards.
- Check activation materials and arrangements against the approved campaign brief, brand requirements and intended customer experience, coordinating corrections before release.
- Work with Product, Customer Experience and Operations to identify customer and operational impacts, agree required actions and confirm readiness before launch.
- Coordinate collateral distribution and implementation, confirming that the correct materials reach agreed locations and partners by required dates.
- Coordinate replacement or removal of outdated campaign materials and resolve implementation issues identified during activity.

Supplier, Production and Logistics Management

- Prepare supplier and production briefs specifying deliverables, quantities, technical requirements, quality standards, deadlines and approval requirements.
- Obtain quotations and coordinate purchase processes in accordance with approved budgets, financial delegations and procurement requirements.
- Maintain production and logistics schedules, confirming supplier commitments and tracking progress against agreed delivery dates.
- Coordinate printers, fabricators, installers, event suppliers, venues and other providers, addressing delivery or quality issues promptly.
- Check supplied materials and services against agreed requirements and coordinate corrections where standards are not met.
- Maintain accurate records of collateral stock, distribution and replacement requirements where assigned.
- Identify supplier, production or capacity risks early and implement agreed recovery actions, escalating issues outside role authority.

Budget and Delivery Control

- Maintain accurate records of assigned campaign expenditure, commitments and forecast costs, reconciling these with Finance information at agreed intervals.
- Monitor delivery against approved scope, budget and milestones, identifying and reporting actual or forecast variances promptly.
- Assess the impact of proposed additions and late changes on cost, timing, quality and customer outcomes, recommending whether they should proceed.
- Obtain required approval before changes create additional expenditure, supplier commitments or material changes to scope.
- Maintain a clear record of material decisions, changes, approvals and recovery actions.
- Resolve routine delivery issues within agreed authority and escalate material risks with practical options and recommended action.
- Follow through on agreed recovery actions and report whether they have resolved the issue.

Review and Continuous Improvement

- Consolidate campaign results from relevant channel owners alongside expenditure, delivery performance and customer and operational feedback.
- Coordinate post-activity reviews for agreed priority campaigns and activations within agreed timeframes.
- Document lessons, improvement actions, owners and completion dates, and follow up agreed actions.
- Apply relevant learning to subsequent campaign plans, supplier briefs and activation arrangements.
- Maintain reusable checklists, templates and activation playbooks that improve delivery consistency and reduce avoidable omissions and rework.
- Identify recurring delivery problems, recommend practical improvements and assess whether implemented changes improve delivery.

Key Challenges

- Coordinating concurrent campaigns across two Passenger brands where delivery depends on teams, suppliers and operational locations with competing priorities and different lead times.
- Translating campaign intent into practical customer-facing activity across terminals, vessels, trains, events and partner environments, while reconciling customer experience, safety and operational constraints.
- Managing late changes and incomplete requirements where adjustments affect production commitments, costs and launch readiness, requiring timely decisions and escalation.

Key Success Measures

Success in this role will be demonstrated through:

- Priority campaigns and activations delivered to agreed milestones, within approved budgets and to agreed quality standards.
- Accurate, current delivery records, with risks identified and escalated in time for corrective action.
- Supplier deliverables and campaign materials received to agreed specifications and deadlines, with required purchase and approval records maintained.
- Reduced avoidable rework, production errors and delivery failures.
- Campaign materials and activation arrangements correctly implemented at agreed customer touchpoints by required launch dates.
- Customer and operational feedback confirming that activity meets agreed requirements, with identified issues addressed promptly.
- Post-activity reviews completed within agreed timeframes, with improvement actions implemented and evidence of better delivery in subsequent activity.

Key Relationships Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Internal	Senior Marketing Manager		x	x	x
	Content and Social Specialist			x	x
	PR, Media and Influencer Specialist			x	x
	Design Studio			x	x
	Digital Revenue and E-Commerce Manager		x	x	x
	Product, Customer Experience and Operations			x	x
	Procurement, Finance, Legal, Safety and Enterprise Brand			x	x
External	Production and event suppliers			x	x
	Creative and media agencies			x	x
	Venues and logistics providers			x	x
	Tourism, community and activation partners			x	x
	Printers, fabricators and installers			x	x

What you will do to contribute

Health Safety and Wellbeing	• Work in a way that supports safe outcomes, respectful conduct and wellbeing. • Follow KiwiRail safety requirements and raise risks early. • Consider customer, employee and operational safety impacts when planning and delivering campaigns, events and customer-facing activations. • Work with Operations, Safety and relevant subject matter experts where activity affects operational environments or customer movement.

	• Ensure suppliers, contractors and activation partners understand and comply with relevant KiwiRail safety requirements. • Identify and escalate safety risks, delivery constraints or operational conflicts before launch. • Manage workloads, timeframes and delivery expectations in a way that supports sustainable performance.
Customer Focus	• Coordinate campaign and activation activity that supports a positive and consistent Passenger customer experience. • Understand the customer objective and intended audience before progressing activity. • Ensure activation delivery is coherent with the campaign intent, customer proposition and intended experience. • Work with Product, Customer Experience and Operations to identify and resolve customer or operational gaps before launch. • Consider the impact of signage, collateral, events, physical activations and partner activity across the customer journey. • Use customer and operational feedback to improve future campaign and activation delivery. • Challenge activity that creates unnecessary complexity or does not support the intended customer outcome.
High Performing Teams Skills	• Take ownership of campaign and activation delivery from approved brief through launch, completion and review. • Coordinate effectively across Content and Social, PR and Media, Design, Revenue Generation, Product, Customer Experience and Operations. • Establish clear actions, ownership, milestones, dependencies and approvals. • Communicate early and transparently about status, risks, decisions and delivery requirements. • Challenge incomplete, impractical or conflicting requests constructively. • Work across role boundaries where required to solve the wider delivery problem. • Share learning, templates, checklists and improved ways of working with the wider team. • Follow through on commitments and contribute to a collaborative and accountable Demand Creation team.
Commercial Acumen	• Track assigned campaign and activation spend, commitments and deliverables accurately. • Consider cost, value and customer impact when making delivery recommendations. • Manage quotes, purchase processes, suppliers and production activity in accordance with delegated authority and procurement requirements. • Make practical trade-offs within agreed authority where required to protect timing, quality, budget or customer outcomes. • Challenge additions or changes that do not support the agreed campaign objective. • Use external suppliers and specialist support selectively and efficiently. • Identify cost, production or capacity risks early and recommend practical recovery actions.

	• Ensure supplier and production decisions support quality, value and timely delivery.
Campaign Coordination	• Maintain the integrated Passenger campaign and activation calendar. • Convert approved campaign briefs into clear actions, owners, milestones, dependencies, approvals and measures. • Coordinate content, design, PR and media, suppliers and internal teams from planning through launch and review. • Maintain visibility of campaign status, decisions, dependencies and delivery risks. • Ensure all parties understand their responsibilities, timing and approval requirements. • Identify missing information, conflicts or dependencies early and coordinate resolution. • Support campaign launch readiness and ensure agreed deliverables are in place before activity goes live. • Coordinate post-campaign actions and ensure agreed follow-up is completed.
Customer Touchpoint Activation	• Deliver customer-facing activity across events, launches, signage, collateral, terminals, vessels, trains, partner locations and other agreed touchpoints. • Ensure activity is coherent with the campaign intent, approved brand framework and customer experience. • Coordinate with operational teams to ensure proposed activity can be safely and practically delivered. • Anticipate operational and customer impacts and resolve delivery gaps before launch. • Coordinate physical collateral, signage, event materials and activation requirements with the Design Studio and relevant suppliers. • Work with partners and external stakeholders to ensure activation requirements, timing, responsibilities and standards are clear. • Ensure completed activity reflects agreed campaign and customer objectives.
Supplier, Production and Logistics Management	• Prepare complete production and supplier briefs with clear requirements, specifications, timing, approvals and delivery expectations. • Manage quotes, purchase processes, production schedules, logistics and quality checks within delegated authority. • Coordinate printers, fabricators, installers, venues, logistics providers and other relevant production or activation suppliers. • Monitor supplier progress and identify delivery, quality or capacity risks early. • Ensure external work is appropriately briefed, approved and delivered to agreed standards. • Escalate capacity or capability gaps early and use approved external support selectively where required. • Maintain accurate records of supplier commitments, purchase requirements, delivery dates and approvals.
Budget and Delivery Control	• Track assigned spend, commitments and deliverables accurately. • Maintain clear visibility of campaign and activation budgets within assigned responsibility.

	• Make practical delivery trade-offs within agreed authority and recommend changes where required. • Challenge additions or late changes that do not support the campaign objective or agreed priorities. • Identify cost, schedule, supplier, operational and delivery risks early. • Provide clear status, decisions, recovery actions and escalation where delivery is at risk. • Ensure material budget changes or supplier variations outside delegated authority are appropriately escalated and approved.
Review and Continuous Improvement	• Capture campaign and activation results, delivery lessons, operational feedback and follow-up actions. • Run or support post-activity reviews for priority campaigns and activations. • Identify recurring delivery issues and recommend practical process improvements. • Apply learning from previous activity to upcoming campaigns and activation plans. • Build and maintain reusable checklists, templates, calendars and activation playbooks that improve pace, consistency and reliability. • Use approved technology and workflow tools to improve planning, visibility and delivery efficiency. • Share relevant delivery insight with the Senior Marketing and Demand Manager and wider Demand Creation team.

Decision Making

The Campaign and Marketing Activation Specialist is accountable for the coordination and delivery of approved campaigns and activations from brief through launch and review, within agreed priorities, budgets, delegated authority and relevant KiwiRail requirements.

Key decision-making requirements include:

- translating approved briefs into delivery plans, milestones, ownership, dependencies and approval requirements;
- sequencing campaign and activation activity within agreed priorities and timeframes;
- determining practical delivery approaches across customer touchpoints;
- coordinating suppliers, production requirements and logistics within delegated authority;
- making practical delivery trade-offs within approved scope and budget;
- identifying and resolving routine delivery dependencies and escalating material issues where required;
- challenging, pausing or returning incomplete briefs that lack clear objectives, audience, approvals, timing or decision ownership;
- identifying when additional supplier capability or specialist support is required;
- determining appropriate checklists, templates and delivery processes for recurring activity;
- recommending recovery actions where timing, quality, cost or delivery is at risk; and
- applying delivery learning to improve future campaigns and activations.

The role independently resolves routine coordination, production and logistics issues within approved campaign plans and agreed authority.

The Senior Marketing and Demand Manager determines campaign priorities and approves material changes to campaign scope, timing and budget. Relevant creative, channel and operational owners retain approval of their respective deliverables and requirements.

The role identifies incomplete briefs and seeks clarification before committing delivery resources. Unresolved priority conflicts, launch-readiness issues and material safety, cost or supplier risks are escalated to the relevant authorised decision-maker.

Expenditure and supplier commitments require approval under KiwiRail's financial delegations and procurement processes.

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 primarily administration and coordination-based and requires:

- prolonged sitting and high computer usage;
- regular written, telephone, online and face-to-face communication;
- carrying a laptop and work materials when working between locations;
- attendance at events, activations, launches and customer-facing locations as required;
- occasional attendance at terminals, vessels, trains, operational sites, production facilities and supplier locations;
- occasional handling of collateral, event or activation materials;
- domestic travel and occasional international travel where required to support Passenger campaign and activation activity; and
- flexibility to support major launches, events or time-critical campaign delivery outside standard working patterns where reasonably required.

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

- Demonstrated experience coordinating integrated campaigns and customer-facing marketing activations from approved brief through delivery and review.
- Advanced capability in campaign planning and coordination, including delivery plans, calendars, milestones, dependencies, approvals and concurrent workloads.
- Advanced capability in stakeholder coordination, including aligning creative, commercial, operational and supplier contributions without direct line authority.
- Proficient in customer activation delivery, including events, physical collateral and activity across operational and partner environments.
- Proficient in supplier, production and logistics coordination, including briefs, quotations, schedules, quality checks and distribution.
- Proficient in budget monitoring and delivery control, including tracking expenditure and commitments, identifying variances and recommending recovery actions.
- Proficient in delivery risk assessment, including recognising customer, operational, safety, production and supplier dependencies.
- Experience using workflow and planning tools to maintain accurate delivery information and visibility.
- Ability to consolidate campaign results and delivery feedback into practical process improvements.
- Experience in tourism, travel, transport, services or another customer-facing environment would be advantageous.

Ways of Working / Work-related Qualities

- Customer-focused and commercially aware, balancing delivery quality, cost and intended outcomes.
- Accountable and organised, following through on commitments from approved brief to delivery and review.
- Collaborative and clear, building productive relationships and communicating priorities, dependencies and risks early.
- Practical and solutions-focused, constructively challenging unclear requirements and recommending workable alternatives.
- Adaptable and calm when priorities change or delivery is under pressure.
- Committed to improving quality and efficiency through evidence, feedback and appropriate technology.

Other Requirements

- Ability to travel domestically and occasionally internationally as required to support campaign and activation delivery.
- Ability to work flexibly where major events, launches or time-critical activity require support outside standard working patterns.

Qualifications

You need either:

- a relevant tertiary qualification in marketing, communications, events, business or a related discipline; or
- equivalent relevant professional experience in campaign coordination, marketing activation, events, production or related marketing delivery.