



International Business Development Manager (Growth & Accounts), Passenger

Position Description

Team:	Passenger – Customer & Growth	Location:	Wellington or Christchurch
Reports to:	International Trade Sales 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 International Business Development Manager (Passenger) is responsible for driving sustainable international revenue growth for Interislander (IIL) and Great Journeys New Zealand (GJNZ) through the acquisition, activation and growth of international trade, wholesale, retail and OTA partners.

The role combines proactive business development, account growth and market execution to expand KiwiRail's international passenger footprint, strengthen partner performance and contribute to the achievement of commercial growth objectives.

Working closely with the International Trade Sales Manager, the BDM is accountable for the execution and delivery of growth opportunities across assigned markets and partner segments. The role is responsible for driving revenue outcomes through pipeline development, partner activation, account growth and opportunity conversion.

The International Trade Sales Manager retains accountability for overall international sales strategy, major strategic partnerships and market prioritisation. The International Business Development Manager is accountable for execution, growth delivery, partner performance and opportunity conversion within assigned markets and accounts.

Key Accountabilities

Sales Execution & Business Development

- Execute regional sales plans to deliver revenue, pipeline growth and conversion outcomes.
- Identify and win new business across assigned markets, with a focus on target and emerging partners.
- Build and manage a qualified sales pipeline, progressing opportunities through to close.
- Undertake structured prospecting activity, including outreach, meetings, presentations and proposals.
- Use wholesale, retail and OTA channels to maximise revenue and yield.
- Monitor performance against targets and take action to close gaps.
- Identify new market opportunities that support sustainable passenger growth.

Account Management & Growth

- Manage and grow a defined portfolio of international markets and trade accounts, with accountability for revenue performance.
- Develop and implement account growth plans, including upsell, cross-sell and partner activation opportunities.
- Grow sales across the KiwiRail passenger portfolio by identifying packaging and cross-sell opportunities for Interislander and Great Journeys New Zealand.
- Maintain regular partner engagement focused on measurable commercial outcomes.
- Deliver targeted training and enablement to strengthen partner capability, product knowledge and conversion.
- Address underperformance and unlock growth opportunities within assigned accounts.

Retail, Wholesale & OTA Sales Execution

- Execute international retail, wholesale and OTA initiatives to grow bookings, revenue and market penetration.
- Activate campaigns, promotions and product initiatives in line with agreed sales and marketing plans.
- Identify performance gaps and implement practical improvements across channels.
- Monitor channel performance and recommend actions to improve sales effectiveness and return on investment.

Partner & Contract Performance

- Lead onboarding and activation of new partners with a focus on speed to revenue and long-term success.
- Lead renewal discussions for assigned accounts and provide recommendations to support growth.
- Monitor partner performance against agreed expectations and address issues or growth opportunities proactively.
- Maintain a strong understanding of partner business models, priorities and market opportunities.

Market Engagement & Representation

- Represent and act as an ambassador for KiwiRail in key offshore markets through trade events, sales missions, industry forums and partner activities.
- Deliver trade communications aligned to market plans to support awareness, engagement and conversion.
- Maintain an active in-market presence, identifying opportunities and strengthening relationships within target segments.

Insights, Reporting & CRM Discipline

- Maintain accurate and timely sales and pipeline records, demonstrating strong CRM discipline to ensure visibility of opportunities, partner activity and revenue performance.
- Track and report on pipeline health, sales activity, conversion rates, forecast accuracy and revenue performance.
- Analyse market and competitor insight and translate findings into clear commercial recommendations.
- Use performance data to prioritise activity and improve sales effectiveness.
- Contribute accurate data and insights to regular sales reviews and business planning.

Success Measures

- Achievement of international passenger revenue targets, supported by strong pipeline visibility and disciplined sales tracking.
- New partner acquisition and activation.
- Pipeline value and conversion rates.
- Growth in wholesale, retail and OTA channel performance.
- Forecast accuracy and CRM compliance.
- Return on investment from trade activity, events and market engagement.
- Contribution to overall international passenger growth objectives.

Key challenges

- Delivering sustained growth across diverse international markets with varying levels of maturity, competition and demand.
- Maintaining strong pipeline discipline and execution consistency in a high-activity sales environment.
- Balancing new business acquisition with driving deeper performance across existing partner portfolios.
- Growing revenue within assigned partner tiers while aligning to broader international sales strategies.
- Applying structured, performance-driven sales disciplines within a relationship-led international trade environment.
- Maximising opportunities across a diverse passenger portfolio while maintaining a strong understanding of customer and partner needs

Key Relationships Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Internal	Sales Trade Passenger Team		✓	✓	✓
	Marketing Passenger: Digital, Partnership & Sponsorships, Enablement			✓	✓
	Product Development & CX team			✓	✓
	Revenue Team			✓	✓
	GJNZ Operations, Crew & Onboard Experience			✓	✓
	IIL Operations, Crew & Onboard Experience			✓	✓
	Kiwirail Communications Team			✓	✓
External	Agent and Key Account Customers		✓	✓	✓
	International In Market Representatives			✓	✓
	Tourism Industry partners: TIA, TNZ, RTOs, etc			✓	✓

What you will do to contribute

Health Safety and Wellbeing

- Promote a safety-first mindset across all international sales, partner engagement and market-facing activities.
- Ensure commercial decisions and partner activity consider KiwiRail safety requirements, operational constraints and brand reputation.
- Identify and escalate any risks that may impact safe delivery of services or customer experience in market.
- Contribute to continuous improvement by sharing insights from international markets that may improve safety, resilience or service reliability

Customer Led

- Ensure international partners, distributors and customers receive timely, accurate and commercially effective support across the sales and account lifecycle.
- Act as the voice of the international customer and trade partner within KiwiRail, translating market needs into actionable commercial opportunities.
- Lead partner onboarding and activation to ensure strong early engagement, product understanding and revenue generation.
- Use partner feedback, market insight and performance data to identify opportunities to improve conversion, product positioning and customer experience.
- Ensure all partner activity supports a consistent and positive KiwiRail brand and customer experience.

High Performing Teams Skills

- Set clear commercial objectives aligned to revenue growth, pipeline development and account performance outcomes.

- Collaborate effectively across internal teams including commercial, marketing, revenue management, product and operations to enable growth.
- Build accountability into internal and external delivery to ensure consistent execution of sales plans and partner commitments.
- Contribute to a high-performance culture through proactive communication, knowledge sharing and continuous improvement.

Commercial Acumen

- Use CRM data, sales performance insights and market intelligence to identify growth opportunities and improve conversion outcomes.
- Develop and execute account growth strategies that drive revenue, yield improvement and partner performance uplift.
- Apply commercial judgement when prioritising opportunities across markets, channels and partner tiers.
- Influence internal and external stakeholders using data-driven insights, market trends and commercial recommendations.
- Understand and apply basic commercial drivers such as yield, channel mix, and partner performance.

Market Insight and Performance

- Maintain strong CRM discipline to ensure accurate pipeline visibility, forecasting and performance tracking.
- Analyse international market trends, competitor activity and partner performance to identify risks and opportunities.
- Translate insights into clear, actionable recommendations to improve sales effectiveness and market penetration.
- Contribute to regular commercial reviews through structured reporting and insight sharing.
- Ensure all activity is focused on measurable revenue outcomes, partner growth and pipeline conversion.

Decision Making

The position is accountable for making day-to-day commercial and operational decisions that drive international revenue growth, partner performance, and sales execution across assigned markets and accounts. The role provides advice and recommendations to internal stakeholders and partners to support effective decision-making and achievement of commercial outcomes.

Key decision-making requirements of the position include:

- **Sales pipeline and growth decisions** – including opportunity prioritisation, conversion, and identification of new business and market opportunities
- **Account and partner performance decisions** – including partner activation, growth initiatives, performance improvement, and channel execution across retail, wholesale and OTA
- **Commercial and operational prioritisation decisions** – including pricing and promotional recommendations, allocation of time and resources, and risk identification and mitigation relating to revenue delivery and market conditions

Human Resources Delegations	Nil
Direct reports	0
Finance Delegations	Nil Operating Nil Capex)
Budget (operating and capital)	Nil
Travel Delegations	Nil
Statutory powers	Nil

Physical demands and the nature of work

This role is primarily office-based but involves a high level of engagement across internal teams, external partners, and international markets. The nature of the work includes:

- High levels of computer and digital engagement, including CRM management, reporting, data analysis, virtual meetings, and partner communication
- Moderate to high cognitive demand, including commercial problem-solving, prioritisation, decision-making, and coordination across multiple markets and stakeholders
- Regular interaction with international partners across different time zones, requiring flexibility in working hours from time to time
- Responsiveness to commercial and customer-related issues that may arise in dynamic operational or market environments, particularly where they impact revenue, bookings, or partner performance
- Regular domestic and international travel to support market engagement, partner development, trade events, and sales execution activities
- Ongoing engagement with internal stakeholders across commercial, marketing, revenue management, and operational teams to support aligned execution
- Ability to adapt quickly to changing market conditions, promotional activity, and business priorities in a performance-driven environment

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

Essential Experience

- Minimum 5 years' experience in business development, sales or account management, ideally within tourism, international sales, or another B2B service-based environment with an international customer focus.
- Demonstrated success in achieving revenue, growth and commercial targets.
- Proven ability to acquire new business and grow existing accounts.
- Experience managing sales pipelines, forecasting and performance reporting.
- Strong commercial acumen with the ability to identify, develop and convert growth opportunities.
- Effective negotiation, influencing and relationship management skills across internal and external stakeholders.
- Experience operating with strong CRM discipline, including structured pipeline management, opportunity tracking, forecasting and sales reporting.
- Strong analytical capability, with the ability to interpret data and translate insights into commercial action.
- Ability to work independently in a target-driven environment while managing multiple priorities and stakeholders.

Desirable Experience

- Experience within tourism, travel, transport, hospitality or another service-led sector with an international customer focus.
- Experience working with international wholesale, retail and OTA distribution channels.
- Experience across multiple international markets and customer segments; exposure to the US, European, Australian or China markets would be advantageous.
- Understanding of the New Zealand tourism sector and international visitor market dynamics.

Ways of working / Work-related qualities

- Operates with strong structure, planning and execution discipline in a commercial environment.
- Balances new business acquisition with account growth, retention and partner optimisation.
- Uses CRM-style sales discipline, data and performance metrics to prioritise activity, maintain pipeline visibility and improve outcomes.
- Focuses on commercial results and revenue impact rather than activity alone.
- Demonstrates accountability, resilience and a continuous improvement mindset.
- Builds and maintains strong internal and external relationships that support growth objectives.
- Proactively identifies opportunities and follows through to delivery and measurable outcomes.
- Comfortable operating in a fast-paced, international, multi-time-zone environment with evolving priorities.

Other Requirements

- This role requires regular international travel to support market engagement, partner development and sales execution activities.

Qualifications

- A tertiary qualification in a relevant field is desirable; however, extensive proven experience in commercial sales, business development or account management will be highly regarded.