PR & Influencer Specialist, Passenger

Position Description

Team:	Passenger | Demand Creation	**Location:**	Wellington or Auckland
Reports to:	Senior Marketing Manager, Passenger		
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 PR & Influencer Specialist creates earned media, influencer and hosted activity across Interislander and Great Journeys New Zealand, within KiwiRail's enterprise communications governance.

The role generates relevant earned attention and trusted storytelling for Passenger experiences across priority domestic and international markets, including New Zealand and Australia. It develops proactive media, creator and influencer opportunities, coordinates hosted and famil programmes, supports reputation readiness and uses evidence to improve the quality and value of earned activity.

The role builds a forward pipeline of relevant stories and opportunities aligned to Passenger demand and business priorities and works across Marketing, Communications, Product, Revenue Generation, Customer Experience and Operations to support integrated campaigns and customer outcomes.

The role works within the KiwiRail Media Policy and enterprise Communications authority. It does not independently approve spokespeople, material issues responses or corporate positions and does not own paid media buying, digital trading, CRM or conversion activity.

Key Challenges

- Generating relevant and credible earned attention across Interislander and Great Journeys New Zealand in competitive domestic and international markets.
- Maintaining a proactive pipeline of relevant stories, media and influencer opportunities rather than relying on reactive activity.
- Selecting media, creator and influencer opportunities based on audience fit, credibility, expected value and available capacity.
- Coordinating hosted media, creator, influencer, famil, filming and content capture activity across multiple internal teams, tourism partners and suppliers.
- Balancing proactive Passenger storytelling with emerging issues and reputation requirements.
- Working at pace while ensuring media and stakeholder information is accurate, appropriately approved and consistent with enterprise communications requirements.
- Identifying and escalating material reputation risks early while supporting timely and accurate responses.
- Demonstrating the quality and value of earned media and creator activity through audience, message and demand measures rather than activity volume alone.

Key Success Measures

Success in this role will be demonstrated through:

- relevant proactive stories, earned activity and programmes delivered against the annual marketing plan;
- quality, audience fit, market reach and message delivery of earned coverage and creator activity;
- reliable and well-managed hosted media, influencer, creator and famil programmes;
- effective coordination of agreed filming and content capture activity;
- early escalation of emerging reputation issues and accurate support for responses;
- evidence that insight and learning improve future earned activity, market choices and investment;
- contribution of earned activity to agreed awareness, consideration, trust and demand outcomes; and
- strong working relationships with Passenger teams, enterprise Communications and Media and priority external contacts.
- Effective management of the US PR agency, with agreed activity delivered and performance reviewed against Passenger priorities.

Key Relationships Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Internal	Senior Marketing and Demand Manager		x		
	Enterprise Communications and Media			x	
	Design Studio and Content and Social Specialist			x	
	Campaign and Marketing Activation Specialist			x	
	Revenue Generation, Product, Customer Experience and Operations			x	
	Legal, Safety and other subject matter experts				x
External	Journalists and editors			x	
	Creators and influencers			x	
	Tourism and destination partners			x	
	Hosted programme suppliers			x	
	PR or monitoring agencies	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 media, influencer, creator, filming and hosted activity. • Work with Operations and relevant subject matter experts to ensure hosted programmes, filming, content shoots and site visits are planned and delivered safely. • Ensure external participants understand and comply with relevant KiwiRail safety requirements. • Support a positive and respectful working environment when engaging with colleagues, partners, media, creators and suppliers.
Customer Focus	• Develop earned stories and activity that are relevant to Passenger's priority customers and audiences. • Understand Interislander and Great Journeys New Zealand customer propositions and translate these into compelling and credible storytelling opportunities. • Use customer, audience and market insight when identifying media, creator and influencer opportunities. • Work with Product, Customer Experience and Operations to ensure stories and hosted experiences accurately reflect the Passenger experience. • Consider the customer impact of media and reputation activity and escalate potential issues where appropriate. • Support integrated campaigns and customer outcomes rather than operating as a standalone press office.
High Performing Teams Skills	• Work collaboratively across Marketing, Communications, Design, Product, Revenue Generation, Customer Experience and Operations to deliver agreed outcomes. • Take ownership of earned activity from initial opportunity or brief through delivery, follow-up and review. • Communicate clearly about requirements, timing, approvals, risks and commitments. • Seek specialist input and diverse perspectives where this will improve the quality or accuracy of activity. • Provide constructive challenge where an opportunity does not align with agreed audiences, priorities, reputation requirements or expected value. • Share insight and learning to improve future campaign and earned activity. • Follow through on commitments and support a collaborative and accountable team environment.
Commercial Acumen	• Assess media, creator, influencer and hosted opportunities according to audience fit, credibility, expected value, cost and available capacity. • Consider financial and commercial implications when recommending hosted activity, partnerships, suppliers or external support.

	• Work within approved budgets, delegated authority and procurement requirements. • Manage agreed external suppliers and programme costs effectively. • Consider the contribution of earned activity to awareness, consideration, trust and customer demand. • Use evidence and performance information to improve future activity and investment choices.
Proactive Storytelling and Earned Media	• Develop story angles, pitches and earned media plans aligned to Passenger demand and business priorities. • Work with the wider Passenger team to create new news and PR moments and develop fresh story angles, building and maintaining a forward pipeline of relevant stories rather than relying primarily on reactive opportunities. • Manage the US PR agency, agreeing priorities and deliverables aligned to Passenger's annual marketing plan, coordinating briefs and activity, and monitoring performance. • Prepare accurate media releases, statements, Q&A, briefing material and supporting assets. • Develop and maintain relevant media kits, press assets, approved messaging and editorial resources to support proactive and responsive activity. • Identify opportunities to generate relevant earned attention and trusted storytelling across priority domestic and international markets, including New Zealand and Australia. • Identify and support appropriate user-generated content opportunities that strengthen Passenger storytelling and earned reach. • Work with the Content and Social Specialist, Campaign and Marketing Activation Specialist and Design Studio to support integrated campaign activity. • Ensure earned activity appropriately represents Interislander and Great Journeys New Zealand and supports agreed Passenger priorities.
Media, Influencer and Hosted Programmes	• Build constructive relationships with relevant journalists, editors, creators and influencers in priority markets. • Select opportunities according to audience fit, credibility, expected value and available capacity. • Maintain accurate contacts, commitments, approvals and follow-up. • Plan and coordinate media, influencer, creator and famil visits against clear objectives. • Work with Operations, Product, Sales, tourism partners and suppliers to deliver reliable hosted programmes. • Ensure content expectations, usage rights, costs, risks, approvals and follow-up requirements are clear. • Coordinate relevant filming and content capture requests, working with internal teams to manage access, logistics, approvals, safety and delivery requirements. • Coordinate creative and logistical requirements for agreed media, influencer and creator content capture, working with the appropriate Content and Design teams where specialist creative input is required.

	• Maintain effective relationships with tourism and destination partners and other organisations that can support relevant Passenger storytelling and market activity.
Reputation Readiness and Communications Governance	• Monitor emerging issues relevant to Passenger and escalate material reputation risks promptly. • Coordinate accurate facts and supporting material with enterprise Communications and relevant Passenger teams. • Prepare leaders and spokespeople with clear, accurate and approved information where required. • Work within the KiwiRail Media Policy, enterprise Communications authority and agreed escalation pathways. • Ensure material issues responses, corporate positions and spokesperson decisions are referred to the appropriate enterprise Communications authority. • Maintain calm, accurate and disciplined communication when information is sensitive or time critical.
Earned Effectiveness and Continuous Improvement	• Track audience relevance, quality of coverage, message inclusion, market reach and agreed outcomes. • Assess contribution to awareness, consideration, trust and demand rather than relying on activity volume alone. • Review media, creator, influencer, UGC and hosted activity to understand what generated value and what could be improved. • Apply learning to future narratives, market choices, activity and investment recommendations. • Use feedback, evidence and approved technology to improve the quality, pace and effectiveness of earned activity. • Provide clear insight on earned activity and outcomes to the Senior Marketing and Demand Manager and relevant stakeholders.

Decision Making

The PR, Media and Influencer Specialist is accountable for the day-to-day planning and delivery of ordinary-course Passenger earned media, influencer, creator and hosted activity within approved plans, KiwiRail's Media Policy, enterprise Communications authority and agreed escalation pathways.

Key decision-making requirements include:

- identifying and recommending proactive Passenger stories, pitches and earned media opportunities;
- selecting and prioritising ordinary-course media, creator and influencer opportunities based on audience fit, credibility, expected value and available capacity;
- determining appropriate approaches for agreed hosted media, creator, influencer and famil programmes;
- coordinating filming and content capture requirements, access, logistics and relevant internal approvals;
- coordinating programme requirements, timing, supporting information and internal stakeholders;
- preparing media releases, pitches, media kits, briefing material, Q&A and supporting content for appropriate review and approval;
- identifying appropriate UGC opportunities within agreed Passenger plans and campaigns;
- maintaining media, creator and influencer relationships within agreed plans and governance;
- assessing earned activity using relevant quality, audience and outcome measures;
- escalating emerging issues and potential material reputation risks promptly; and

- recommending changes to future activity based on evidence, feedback and learning.

The role owns ordinary-course Passenger earned demand activity within approved plans and agreed escalation pathways.

The role does not independently approve spokespeople, material issues responses or corporate positions. These decisions sit within enterprise Communications authority.

The role does not own paid media buying, digital trading, CRM or conversion activity and is expected to contribute to integrated marketing campaigns and customer outcomes rather than operate as a standalone press office.

Human Resources Delegations	Nil
Direct reports	0
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 communications-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 media, influencer, tourism, customer and industry events as required;
- occasional attendance at KiwiRail operational locations and Passenger services;
- domestic and occasional international travel to support hosted programmes, filming, market activity and Passenger priorities; and
- flexibility to respond to time-critical media or reputation matters 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

Knowledge and Experience

- Experience in media relations, public relations, influencer programmes, tourism communications or related work.
- Strong writing, editing and pitching capability, including the ability to prepare clear and accurate media releases, briefing material, Q&A and supporting content.
- Strong stakeholder coordination and relationship management capability.
- Sound judgement when selecting stories, audiences, media, creators, influencers and escalation pathways.
- Experience building productive relationships with journalists, editors, creators, influencers or relevant industry contacts.
- Experience developing and supporting influencer and user-generated content activity from planning through delivery and review.
- Experience coordinating hosted programmes, famils, filming or complex stakeholder activity.
- Ability to work effectively within formal communications governance and approval processes.
- Ability to work accurately and calmly under time pressure and when dealing with sensitive information.
- Ability to assess earned activity using relevant audience, quality, message and outcome measures.
- Experience in tourism, travel, transport or another customer-focused environment would be advantageous.
- Understanding of digital and social channels and how earned activity contributes to integrated marketing campaigns and customer demand.

Ways of Working / Work-related Qualities

- You are customer and audience focused and apply practical commercial judgement.
- You take ownership from brief or opportunity through delivery, follow-up and review rather than completing only an isolated task.
- You are proactive and continually look for relevant stories and opportunities rather than waiting for activity to come to you.
- You work across role boundaries when required to deliver the agreed customer or campaign outcome.
- You use evidence, feedback and approved technology to improve quality, pace and effectiveness.
- You communicate clearly, write well and adapt your approach to different audiences.
- You challenge constructively and follow through on commitments.
- You build credible and productive relationships with internal and external stakeholders.
- You exercise sound judgement about when to act and when an issue needs to be escalated.
- You are calm, accurate and disciplined when information is sensitive or time critical.

Other Requirements

- Ability to travel domestically and occasionally internationally as required to support media, hosted programmes, filming and Passenger priorities.
- Ability to work flexibly where time-critical media or reputation matters require a response outside normal working patterns.
- Current and valid New Zealand Driver Licence.
- Ability to meet applicable KiwiRail drug and alcohol and other employment requirements.

Qualifications

You need either:

- a relevant tertiary qualification in communications, public relations, journalism, marketing, media or a related discipline; or
- equivalent relevant professional experience in media relations, public relations, influencer programmes, tourism communications or related work.