



# Product Development Manager, Passenger

## Position Description

Team:	Product & Customer Experience, Passenger	Location:	Christchurch or Wellington
Reports to:	Head of Product & Customer Experience, 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

As a Product Development Manager, you will be responsible for the development and implementation of the Passenger product strategy and roadmap. In line with company strategy, you will design and develop new product offers and guest experiences including tours, packages, onboard events, and support experience design across KiwiRail's passenger services (including Great Journey's New Zealand and Interislander). This role champions the development of world-class, sustainable guest experiences by aligning customer insights with new and existing products. You will collaborate with internal teams and external partners to create innovative and unique offerings while ensuring commercial viability and customer satisfaction.

### Key Accountabilities

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

- Develop the Passenger Product Strategy and Roadmap, leading new guest experience product development & innovation based on customer and market insights.
- New product design aligned with the GJNZ and Interislander strategies including tours, packages, events, and product design.
- Interislander: Create new package products for day and multiday packages, with an initial focus on utilising available foot-passenger capacity.
- Design onboard experiences to add value to the guest experience.
- Support service design for onboard train & ferry experiences and crew needs.
- Work collaboratively with the Tour Operations Manager to support the growth of tours, event, and package development, and align best practices.
- Conduct competitive analysis for products and guest experiences and evaluate product performance based on commercial success and customer response.
- Ensure product value propositions deliver a unique experience and support our competitive advantage.
- Work collaboratively with RTOs and local suppliers on new product design.
- Lead initiatives to achieve sustainability certification recognition in the future.
- Oversee the product development process, including product sheets and briefs to support delivery.

### Key Challenges

- Developing innovative, unique visitor experiences that align with KiwiRail's brand and strategy.
- Ensuring new products are developed using robust insights and are commercially viable while maintaining high customer satisfaction.
- Managing multiple stakeholders, including internal teams and external partners, to successfully launch new offerings.

Key Relationships		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Here are the key relationships relevant to this role					
	Head of Product & CX, Passenger		x	x	x
	Product development team, Passenger		x	x	x
Internal	Marketing Passenger: Digital, Brand activation, Partnership & Sponsorships			x	x
	Sales / Trade Team Passenger		x	x	x
	Brand Strategy Team C&G			x	x

	Revenue Lead, Passenger		x	x	x
	Commercial Team, Passenger		x	x	x
	Crew & onboard experience GJNZ & commuter		x	x	x
	Fleet operations GJNZ & commuter		x	x	x
	IIL Crew Operations		x	x	x
	IIL Fleet Operations		x	x	x
	Kiwirail Communications Team			x	x
External	Tourism Industry partners: TIA, TNZ, RTOs, etc			x	x
	Suppliers (accommodation, activities, etc)			x	x

## What you will do to contribute

<b>Health Safety and Wellbeing</b>	<ul style="list-style-type: none"> <li>Promote a culture of safety and wellbeing within your team</li> <li>Respond effectively to safety incidents and near-misses</li> <li>Support team members' physical and mental health</li> </ul>
<b>Customer Focus</b>	<ul style="list-style-type: none"> <li>Support a customer-centric culture at KiwiRail</li> <li>Identify and respond to customer needs</li> <li>Continuously advocate for the customer voice within product development</li> <li>Develop solutions to meet customer requirements</li> <li>Solve complex customer issues</li> <li>Work with colleagues to improve customer outcomes</li> </ul>
<b>High Performing Teams Skills</b>	<ul style="list-style-type: none"> <li>Build a supportive and collaborative team environment</li> <li>Actively seek diverse perspectives in problem-solving</li> <li>Identify opportunities for coaching and mentoring</li> </ul>
<b>Commercial Acumen</b>	<ul style="list-style-type: none"> <li>Conduct competitive analysis to identify market opportunities.</li> <li>Conduct product evaluations to identify commercial or customer opportunities.</li> <li>Work with internal teams to ensure pricing and cost structures support business objectives.</li> <li>Ensure all new products align with KiwiRail's long-term commercial strategy.</li> </ul>

## Decision Making

Key decision making includes:

- Product and experience design: Structure and flow of travel experiences to maximise customer satisfaction and engagement.
- Project management and delivery: Project resourcing, planning and scheduling decisions, including risk mitigation planning.
- Feedback integration: Prioritising product changes based on market insights, customer reviews, surveys, and behavioural data.
- Product roadmap: Support decision making on which products to develop, enhance, or remove to align with company strategy and market/customer changes.
- Product partnerships: Selecting local operators, accommodation, activity providers, and cultural partners to collaborate with.
- Accessibility and inclusivity: Making decisions to ensure offerings are suitable for diverse traveller needs (e.g., mobility, dietary, cultural preferences).
- Sustainability practices: Choosing suppliers and designing products align with KiwiRail's sustainability objectives.
- Regulatory compliance: Ensuring all products meet local and international tourism regulations, safety standards, and ethical guidelines.

<b>Human Resources Delegations</b>	Nil
<b>Direct reports</b>	Nil
<b>Finance Delegations</b>	Nil Capex
<b>Budget (operating and capital)</b>	Nil
<b>Travel Delegations</b>	Nil
<b>Statutory powers</b>	Nil

## Physical demands and the nature of work

This role is administration-based and requires:

- prolonged sitting and high computer usage
- limited walking, standing, twisting, bending (at the waist), crouching (bend knee)
- carrying of laptop and paperwork when alternating between home and office
- limited lifting of up to 7 kg archive boxes

*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

- You have experience in tourism product development or visitor experience design, particularly in the tours and package space: mid to high end and unique offerings.
- You have an experience and interest in human-centred design and design thinking methodologies.
- You are skilled in competitive analysis and market research.
- You have up to date destination and market knowledge and monitor trends.
- You have a strong commercial understanding & ROI focus.
- You understand commercial strategy and product positioning in the travel sector
- You have experience collaborating and negotiating with tourism industry partners and suppliers.
- You have experience with project leadership and implementation
- You have knowledge of sustainability certifications and sustainable business practices.
- Tourism industry product knowledge

### Ways of working / Work-related qualities

- You are creative and innovative in product design.
- You work collaboratively across teams and with external partners.
- You have a strategic mindset and are focused on delivering high-quality visitor experiences.
- You are highly organised and able to manage multiple projects at once.
- Customer centric mindset and interest in design-thinking processes
- Innovation & trend awareness
- Cross functional collaboration

### Other Requirements

- You can pass regular drug and alcohol screenings
- You have a current and valid NZ Driver's Licence

### Qualifications

- A relevant degree in tourism, business, or product development.
- Or equivalent experience in tourism product management or experience design.