



Brand Activation Specialist Passenger

Position Description

Team:	Marketing, Passenger	Location:	TBC
Reports to:	Brand Activation 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

As a Passenger Brand Activation Specialist, you will be responsible for ensuring the effective activation of KiwiRail's Passenger brands – Interislander (IIL) and Great Journeys New Zealand (GJNZ) across all customer touchpoints. You will support the Brand Activation Manager in ensuring consistency in brand visuals, messaging, and tone, and will work cross-functionally with internal teams and external stakeholders to manage and distribute brand assets. This role will involve coordinating the creation and distribution of collateral, driving the activation of marketing campaigns, and identifying opportunities for continuous improvement in the brands execution.

Key Accountabilities

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

- Support the Brand Activation Manager – Passenger in ensuring consistency in brand visuals, messaging, and tone across all content.
- Organise the distribution of brand assets (Interislander and GJNZ) to ensure all teams and partners have access to the latest and most relevant materials.
- Proactively manage signage for Interislander on ships, terminals, ensuring brand presence is consistent across physical touchpoints.
- Coordinate terminal collateral and billboards, ensuring all assets are properly distributed and maintained in line with brand standards.
- Oversee the creation and distribution of brochures and customer collateral (colouring books, menus, safety cards, etc.), ensuring all materials align with the company's brand identity.
- Distribute collateral, including on-board resources, ensuring timely and accurate delivery to the appropriate teams and locations.
- Work with IIL, GJNZ & operations teams to ensure collateral is known, created, and planned as required, ensuring smooth and timely delivery.
- Conduct regular content audits, identifying gaps, outdated materials, and opportunities for improvement to ensure the brand's collateral remains relevant and effective.
- Coordinate the delivery and distribution of brochures across NZ and AU, managing inventory and distributor relationships to ensure proper stock levels and timely delivery.
- Coordinate and arrange onboard entertainment for passengers on Interislander ferries, for school holidays

Key Challenges

- Managing the timely and accurate distribution of collateral across multiple teams and locations, particularly in high-demand periods.
- Ensuring brand consistency while working with multiple internal and external stakeholders to produce and distribute materials.
- Conducting content audits and identifying gaps or outdated materials, while ensuring all assets are kept up-to-date and compliant with brand standards.
- Coordinating the delivery of brochures and other collateral across multiple locations in NZ and AU, managing relationships with distributors and inventory.

Key Relationships		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Here are the key relationships relevant to this role					
Internal	Passenger Marketing, Product Development, Operations, Customer Experience & Revenue		x	x	x
	Sales / Trade Team Passenger		x	x	x
	Brand Strategy Team C&G		x	x	x
	Travel Centre Teams		x	x	x
	Revenue 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
External	Tourism Industry partners: TIA, TNZ, RTOs, etc			x	x
	Technical stakeholders			x	x
	Customers		x		

What you will do to contribute

Health Safety and Wellbeing	<ul style="list-style-type: none"> Promote a culture of safety and wellbeing within your team Respond effectively to safety incidents and near-misses Support team members' physical and mental health
Customer Focus	<ul style="list-style-type: none"> Support a customer-focused culture at KiwiRail Respond quickly to customer needs Develop solutions to meet customer requirements Solve complex customer issues Work with colleagues to improve customer outcomes
High Performing Teams Skills	<ul style="list-style-type: none"> Build a supportive and cooperative team environment Actively seek diverse perspectives in problem-solving Identify opportunities for coaching and mentoring
Commercial Acumen	<ul style="list-style-type: none"> Work within budget constraints to ensure the cost-effective creation, distribution, and activation of brand collateral and marketing materials. Assist in managing distributor relationships and inventory to ensure efficient and cost-effective delivery of brochures and collateral.

Decision Making

- Brand & customer experience understanding.
- Campaign planning & execution experience
- Creative thinking and innovation
- Project management & organisation skills
- Collaboration & stakeholder management
- Attention to detail & brand consistency
- Adaptability & problem-solving skills and experience

Human Resources Delegations	Nil /
Direct reports	Nil
Finance Delegations	Nil Nil Capex
Budget (operating and capital)	TBC
Travel Delegations	Nil
Statutory powers	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 brand activation, marketing, or content management, with a strong understanding of how to maintain brand consistency across different materials and channels.
- You have a solid background in working with cross-functional teams to produce and distribute marketing collateral.
- You have experience coordinating with external distributors, managing inventory, and ensuring the efficient delivery of marketing materials.
- You are familiar with conducting content audits and identifying opportunities to update or improve collateral.

Ways of working / Work-related qualities

- You are organised, with a strong ability to manage multiple tasks and deadlines while maintaining attention to detail.
- You communicate effectively and work collaboratively with a variety of internal teams and external partners.
- You are proactive and take ownership of projects, ensuring that all brand materials are delivered and distributed on time and to a high standard.
- You can manage logistics and coordination of large-scale collateral distribution, working efficiently with suppliers and distributors.

Other Requirements

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

Qualifications

- A relevant qualification in marketing, design, communications, or a related field.
- Or equivalent experience in brand management, marketing, or content creation.