



Content Specialist

Position Description

Team:	Passenger Marketing	Location:	TBC
Reports to:	Digital 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

Interislander has been connecting New Zealand across Cook Strait for over 60 years. Interislander are the original Cook Strait Ferry, sailing between the North and South Islands (Wellington and Picton) every day, carrying passengers and freight. Along with breathtaking views, enjoy the onboard locally sourced cuisine, premium lounges and onboard activities.

Great Journeys New Zealand is the train tourism division of KiwiRail. GJNZ operate three scenic train journeys throughout the country, traveling from Auckland on the North Island all the way to Greymouth on the west coast of the south island. In 2022 GJNZ introduced multi-day rail tours, events and packages, growing the scenic rail day trips to be a regionally focused inbound operator.

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 Content and Copywriter Specialist, you will create compelling and on-brand content that engages both Interislander and GJNZ's audiences across a variety of channels. Working closely with the digital marketing team and other internal stakeholders, you will be responsible for producing high-quality written material that promotes the brands' services, supports marketing campaigns, and enhances communication both externally and internally.

Key Accountabilities

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

- Support teams to deliver passenger content including:
 - Write captivating content that inspires and promotes products and experiences using a variety of channels including, but not limited to:
 - eDMs (B2B & B2C)
 - Brochure copy
 - Media articles
 - Social media: support digital team to engage audiences through compelling social campaign messages.
 - Website
 - Write persuasive & captivating copy for websites, that align with target markets
 - Apply best practice SEO to web content
 - Optimise content performance
 - Editorial excellence
 - Maintain a consistent tone of voice that reflects resonates with brand target audiences.
 - Edit and proofread all content to ensure clarity, grammar and polish.
 - External media: work collaboratively with Kiwirail comms team on releases and requests
- Coordinate monthly team catch-ups across GJNZ & IIL
- Collaboratively create weekly newsletters.

Key Challenges

- Maintaining a consistent tone of voice across all communication channels while tailoring content to suit different audiences and brands.
- Managing multiple content creation projects simultaneously, ensuring deadlines are met without compromising quality and business timeframes.
- Collaborating with various departments to ensure the accuracy and relevance of content while adapting to evolving business needs and brand audiences.

Key Relationships		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Here are the key relationships relevant to this role					
Internal	Marketing Passenger: Digital, Brand activation, Partnership & Sponsorships		x	x	x

	Sales / Trade Team Passenger		x	x	x
	Brand Strategy Team C&G		x	x	x
	Product development team Passenger				
	Revenue team Passenger				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
	Kiwirail Communications Team			x	x
External	Tourism Industry partners: TIA, TNZ, RTOs, etc			x	x
	Technical stakeholders			x	x

What you will do to contribute

Health Safety and Wellbeing	<ul style="list-style-type: none"> Follow all KiwiRail safety procedures when attending events or supporting passenger operations Support mental wellbeing by managing workload effectively and communicating capacity to your team Promote safe and inclusive content that reflects KiwiRail's values and commitments
Customer Focus	<ul style="list-style-type: none"> Develop content that speaks to the needs and expectations of customers across key travel and freight segments Write customer-centric, brand-aligned content that builds trust, drives conversion, and enhances brand reputation Adapt messaging based on feedback, audience insights, and market trends Ensure clarity and accessibility in all customer-facing communication
High Performing Teams Skills	<ul style="list-style-type: none"> Collaborate with peers and stakeholders to deliver aligned, high-impact campaigns and content Contribute to a positive, feedback-rich team environment Participate in team planning sessions, content reviews, and workshops Take initiative to support others, share insights, and encourage continuous improvement
Commercial Acumen	<ul style="list-style-type: none"> Support marketing and commercial campaigns by writing targeted content that drives sales and customer acquisition Align copy with promotional goals, brand positioning, and customer lifecycle journeys

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- Use performance metrics to refine and optimise content effectiveness
 - Balance creative messaging with business objectives and timelines
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**Content and Channel
Excellence**

- Maintain editorial consistency and quality across all communication channels
 - Apply SEO best practices, tone of voice guidelines, and brand language to written content
 - Monitor content performance and optimise based on analytics and feedback
 - Ensure compliance with accessibility, inclusivity, and brand standards
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Decision Making

The Content and Copywriter Specialist is responsible for making decisions related to the tone, structure, and delivery of written content, ensuring it aligns with brand guidelines and campaign objectives. This role exercises discretion in content prioritisation and editorial decisions, balancing creative integrity with business needs. While the role does not hold formal financial delegation, it is expected to manage content development within agreed deadlines and briefs, seeking guidance when required for sensitive or external-facing communications.

- Excellent grammar, attention to detail and ability to write for diverse audiences.
- Familiarity with SEO, CMS platforms and digital marketing concepts.
- Examples of originality in thinking and writing
- Examples of turning simple concepts into engaging narratives
- Knows how to work with briefs and collaborate with designers, marketers and customers
- Qualifications in English, communications, journalist or related field.

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 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 proven experience writing content across a variety of formats, including eDMs, website copy, brochures, articles, social media, and advertising
- You are skilled in crafting both B2B and B2C communication, tailoring tone and messaging to suit audience and channel
- You have experience writing press releases and responding to media requests in collaboration with communications teams
- You are familiar with SEO principles and know how to optimise web content for visibility and performance
- You understand how to work with briefs and collaborate effectively with designers, marketers, and internal customers to bring campaigns to life
- You have experience supporting digital marketing strategy through compelling and consistent copy
- You are confident using CMS platforms and digital tools to publish and manage content
- You can demonstrate originality in your writing and turn complex or simple concepts into clear, engaging narratives
- You have strong editing and proofreading skills with excellent grammar and attention to detail
- You can deliver content that reflects brand tone while maintaining consistency across touchpoints

Ways of working / Work-related qualities

- You have excellent communication and writing skills, with a strong eye for detail and editorial quality
- You can work independently and manage multiple projects in a fast-paced, deadline-driven environment
- You are a team player who thrives in collaborative settings and contributes constructively to group work and content reviews
- You are proactive in developing ideas, refining messaging, and improving content processes
- You are adaptable and open to feedback, shifting priorities, and evolving brand needs
- You bring creativity, curiosity, and a customer focus to everything you write in developing new ideas and improving existing content processes.

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 communications, journalism, marketing, or a related field.
- Or equivalent experience in content writing, copywriting, or digital marketing.