WE'RE GOING PLACES. ARE YOU?

KiwiRail

Customer Engagement Advisor

Marketing

Team:	Marketing & Customer Experience	**Location:**	Auckland
Reports to:	Customer Engagement Manager B2B		
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

KiwiRail is in a phase of significant transformation to modernise and grow our rail and Interislander ferry services in Aotearoa.

The purpose of this role is to build strong, lasting relationships with our customers, creating meaningful interactions to drive trust, satisfaction and long-term value. You will support the Customer Engagement Manager and the sales teams to create opportunities to enhance current relationships and build new customer relations.

Key Accountabilities

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

- Support the Customer Engagement Manager to execute our customer communications and engagement strategy.
- Plan, organise and execute events and roadshows.
- Support the Customer Engagement Manager to deliver clear, timely communications that keep customers informed during Freight and Interislander operational disruptions.
- Ensure customer communications, engagement initiatives and events adhere to and incorporate KiwiRail Freight branding
- Track and report on event KPI's and engagement and communication analytics and using the insights, measure impact to continuously improve.
- Draft, design and execute engaging communications for our Freight and Commercial Vehicle customers, including quarterly newsletters, LinkedIn posts and website content.
- Plan and run our monthly Customer and Growth Townhall sessions.

Key challenges

- Balancing day-to-day administration, reporting and event coordination with the delivery of longer-term customer engagement initiatives.
- Building and maintaining trust with customers across diverse business lines (freight and passenger) while ensuring consistency of brand experience.
- Influencing and collaborating effectively across multiple internal teams without direct authority.
- Managing competing priorities and deadlines in a fast-paced, customer-driven environment.
- Supporting customer engagement through a period of significant organisational change and transformation.
- Meeting growing customer expectations for proactive, seamless and digitally enabled engagement.
- Delivering high-quality customer events and roadshows that require strong planning, adaptability, and on-the-ground problem solving.
- Using customer data and insights to inform engagement activities and demonstrate value to the business

Key Relationships Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Internal	Customer Engagement Manager		✓	✓	
	Marketing & CX team members		✓	✓	

	Sales Teams		✓	✓	✓
	Passenger Team			✓	✓
	Freight Team			✓	✓
	Customer Delivery Team		✓	✓	✓
	Customer Value Team			✓	✓
External	Customers	✓		✓	
	Agencies	✓		✓	
	Events – venues, equipment suppliers, catering	✓			

What you will do to contribute

Health Safety and Wellbeing	• 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	• Provide a positive customer experience • Support a customer-focused culture at KiwiRail • Know our products and services well and explain them to customers • Respond quickly to customer needs • Develop solutions to meet customer requirements • Work with colleagues to improve customer outcomes
High Performing Teams Skills	• Set clear performance standards aligned with KiwiRail's goal • Contribute to a supportive and cooperative team environment • Provide timely and constructive feedback • Actively seek diverse perspectives in problem-solving
Commercial Acumen	• Plan and monitor budgets to achieve team objectives • Consider financial implications when making recommendations • Understand and comply with procurement guidelines • Work with suppliers to ensure quality outcomes • Recognise how financial decisions impact KiwiRail's overall position
Communications	• Ensure Freight Disruption comms are clear and timely • Support customer communications through consistent tone and messaging • Marketing materials and tools are designed and executed to KiwiRail brand standards in conjunction with Marketing Manager • A regular, clear communications plan that responds to the needs of customers and KiwiRail • Utilise CRM system, recommending improvements to process and execution
Customer Events	• Design and execute events that contribute to enhancing customer experience of KiwiRail Represent KiwiRail brand at events with professionalism • Full understanding of the brands, products and services to support sales team at customer events

Decision Making

The position is accountable, in conjunction with Customer Engagement Manager, for key decisions including:

- Customer communication programme
- Events attendance
- Engagement initiatives

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

Physical demands and the nature of work

This role is a blend of administration and event and requires:

- Admin:
  - 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
- Events:
  - walking, standing, twisting, bending (at the waist), crouching (bend knee)
  - lifting and carrying of event equipment
  - driving to events

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 will have 3+ Years of experience in communications, events, administration

Ways of working / Work-related qualities

- You can work cross-functionally
- You can collaborate with teams across different locations
- You're flexible and practical

Other Requirements

- You can pass regular drug and alcohol screenings
- You have a current and valid NZ Driver's Licence
- During periods of major disruption, you may be required to be available outside of usual working hours
- You are able to travel domestically

Qualifications

You need either:

- A degree in a related field
- Or 3+ years of proven experience in comms, events, customer engagement

