



## Customer Engagement Manager

### Marketing

<b>Team:</b>	Marketing & Customer Experience	<b>Location:</b>	Auckland
<b>Reports to:</b>	GM Marketing & Customer Experience		
<b>Role Type:</b>	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:

- Build the reputation of KiwiRail brand with customers
- Develop a calendar of customer communication and engagement that effectively delivers to our ambition of being **“our customers’ first choice, as a trusted and sustainable partner to move freight & people”**
- Support sales/commercial team to build customer base
- Create, organise and execute events and roadshows to engage with current customers and attract new customers
- Design and execute initiatives to boost engagement

### Key challenges

- Balancing strategic planning of customer engagement programmes with hands-on delivery of communications, campaigns and events.
- Building trusted customer relationships across both freight and passenger business lines, while ensuring a consistent brand voice and experience.
- Leading and developing a small team while influencing and collaborating across multiple internal teams without direct authority.
- Managing competing priorities, tight deadlines, and shifting expectations in a fast-paced, customer-driven environment.
- Representing KiwiRail at external events and engagements, requiring professionalism, adaptability and strong stakeholder management.
- Translating customer insights and feedback into actionable initiatives that demonstrate value and improve customer satisfaction.
- Supporting customer engagement during a period of significant organisational transformation and change.
- Ensuring events and communications deliver measurable outcomes and align to KiwiRail's broader commercial and reputational objectives.

Key Relationships Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Internal	GM Marketing & Customer Experience		✓	✓	
	Sales/Commercial Teams		✓	✓	✓
	Passenger Team			✓	✓

	Freight Team			✓	✓
	Customer Value Team			✓	✓
	Communications Team			✓	✓
	Customer Delivery Team			✓	✓
External	Customers	✓		✓	
	Agencies	✓		✓	
	Other service providers	✓		✓	



## 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>• Provide a positive customer experience</li> <li>• Support a customer-focused culture at KiwiRail</li> <li>• Know our products and services well and explain them to customers</li> <li>• Respond quickly to customer needs</li> <li>• Develop solutions to meet customer requirements</li> <li>• Work with colleagues to improve customer outcomes</li> </ul>
<b>High Performing Teams Skills</b>	<ul style="list-style-type: none"> <li>• Set clear performance standards aligned with KiwiRail's goal</li> <li>• Build a supportive and cooperative team environment</li> <li>• Provide timely and constructive feedback</li> <li>• Actively seek diverse perspectives in problem-solving</li> <li>• Identify opportunities for coaching and mentoring</li> <li>• Build strong stakeholder relations – internally and externally</li> </ul>
<b>Commercial Acumen</b>	<ul style="list-style-type: none"> <li>• Plan and monitor resource allocation to achieve team objectives</li> <li>• Consider financial implications when making recommendations</li> <li>• Understand and comply with procurement guidelines</li> <li>• Work with suppliers to ensure quality outcomes</li> <li>• Recognise how financial decisions impact KiwiRail's overall position</li> </ul>
<b>Communications</b>	<ul style="list-style-type: none"> <li>• Develop strong plan on customer-focused communications with consistent rhythm, tone and messaging</li> <li>• Collaborate with corporate Comms team to ensure that Customer voice is front-and-centre</li> <li>• Marketing materials and tools are designed and executed to KiwiRail brand standards</li> </ul>
<b>Customer Events</b>	<ul style="list-style-type: none"> <li>• Responsible for design and execution of events and engagements that contribute to enhancing customer experience of KiwiRail</li> <li>• Represent KiwiRail brand at events with professionalism</li> <li>• Full understanding of the brands, products and services to support sales/commercial team at customer engagements</li> </ul>
<b>Team Leadership</b>	<ul style="list-style-type: none"> <li>• Lead and develop direct report</li> <li>• Ensure development plans in place</li> <li>• Contribute to engagement of wider team</li> </ul>

## Decision Making

The position is responsible for decisions regarding all customer communications, engagements and event.

Key decision-making requirements of the position include:

- Overall customer communications plan
- Which events to attend

<b>Human Resources Delegations</b>	People Leader
<b>Direct reports</b>	1
<b>Finance Delegations</b>	Level 3: \$5,000
<b>Budget (operating and capital)</b>	TBC
<b>Travel Delegations</b>	Yes approves national travel
<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're skilled in creating impactful B2B communication – writing articles, press releases, online content, direct communications, presentations
- You have direct experience of event management – trade shows, customer events, etc
- You have people leadership experience 3+ years
- You will have 10+ Years of overall experience

### Ways of working / Work-related qualities

- You make good decisions and are politically aware
- You can work collaboratively
- 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

### Qualifications

You need:

- A relevant degree in Marketing, Communications, Commerce/Business

**CREATING  
STRONGER  
CONNECTIONS**

The KiwiRail logo, featuring the word "KiwiRail" in a bold, sans-serif font, followed by a stylized graphic of a kiwi bird's tail feathers.