



Digital Marketing 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

The Digital Marketing Specialist will be responsible for executing digital marketing strategy. Tech skills, creativity and strategic understanding are key for the creation and implementation of campaigns across various digital platforms. The ability to create engaging and informative content is key to showcasing the full portfolio of passenger products. Key skills include:

Key Accountabilities

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

- Budget & revenue: work with Digital Marketing Manager to deliver digital requirements through a market led channel mix and deliver revenue targets to budget.
- Campaigns: manage, set up, and optimise social media/digital marketing campaigns to maximise performance
- Develop and oversee PPC campaigns across platforms, implementing strategies for each stage of the marketing funnel to drive ROI, ensuring they align with business goals and strategies
- Manage organic social media presence by creating posts, scheduling, and engaging with the audience
- SEO / Google Analytic knowledge and experience.
- Content creation (in collaboration with copywriter) & social media creation/management
- UGC: ensure rights to imagery are agreed & maintained (see brand)
- EDMs: work with content specialist to launch Email marketing & automation strategy.
- Analytics and data management: review to inform strategy, processes, and continuous improvement
- Continuously improve digital marketing efforts across all channels to enhance engagement and conversion
- Design: support basic design requirements
- Work with copywriter to create ad copy and briefs for graphic designers to produce effective digital ad creatives
- Troubleshoot and resolve technical issues related to digital marketing platforms to ensure campaign continuity

Key Challenges

- Keeping up with rapidly evolving digital marketing trends, platforms, and algorithms.
- Balancing multiple campaigns and initiatives while ensuring consistency in branding and messaging.
- Managing digital marketing efforts within budget constraints while maximising return on investment.

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

	<ul style="list-style-type: none"> • 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"> • Work collaboratively with content specialists, copywriters, designers, and the Digital Marketing Manager to deliver integrated campaigns • Provide digital input into creative briefs and campaign planning • Share insights, learnings, and best practices to support team development and improvement • Respond positively to feedback and contribute to a strong performance culture
Commercial Acumen	<ul style="list-style-type: none"> • Contribute to delivering campaign performance aligned with revenue and engagement targets • Manage paid social and PPC campaigns to maximise return on investment • Use performance data to continuously optimise spend, creative, and channel mix • Ensure campaigns support broader commercial goals and audience growth
Operational Excellence	<ul style="list-style-type: none"> • Monitor website performance regularly using analytics tools such as Google Analytics and Google Search Console. • Coordinate website development and technical support, ensuring issues are resolved and updates are rolled out efficiently. • Implement new product offers and ensure seamless integration on the website. • Ensure website compliance with data protection regulations and accessibility requirements.
Digital Delivery and Innovation	<ul style="list-style-type: none"> • Execute, monitor, and optimise PPC and paid social campaigns across Google, Meta, and other digital platforms • Support organic social media scheduling, content creation, and community engagement • Assist with email marketing strategy, including automation and reporting • Use SEO and Google Analytics insights to inform campaign strategy and website performance improvements • Work with content teams to ensure the effective use of user-generated content (UGC) and maintain appropriate licensing • Support basic design needs and contribute to the creation of ad copy, creative briefs, and content formatting • Troubleshoot and resolve technical issues related to digital platforms, ensuring campaigns run smoothly

Decision Making

Responsible for executing passenger digital marketing strategy. Tech skills, creativity and strategic understanding are key to create and implement campaigns across digital channels.

- Channel knowledge and hands-on experience: google ads, social media ads, email marketing, campaign set up, automation and testing. .
- SEO & content awareness
- Analytics & reporting
- Execution & attention to detail: accuracy in campaign set up, targeting & budgeting.
- Problem solving & optimisation mindset: ability to identify underperforming areas and suggest improvements
- Technical proficiency: meta, google, email platforms, CMS, and other tech tools
- Time management & task prioritisation techniques
- Team collaboration & communication
- Creative thinking & campaign contribution

Human Resources Delegations	Nil
Direct reports	Nil
Finance Delegations	TBC Nil Capex
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 experience in social media platforms, optimisation, paid and organic.
- You have knowledge of data analytics (e.g., Google Analytics, Google Search Console) and can leverage data to improve performance.
- You understand digital security protocols and compliance standards, including data privacy.
- You have experience implementing digital campaigns.
- You understand SEO optimisation, content management systems (CMS), and website performance metrics.

Ways of working / Work-related qualities

- You communicate effectively across teams and stakeholders.
- You make data-driven decisions to optimise campaign performance.
- You are adaptable to changes in digital marketing trends and tools.
- You have a customer-first mindset, ensuring marketing strategies enhance user experience.
- You collaborate well with internal teams and external partners.
- You thrive in a fast-paced, results-driven environment.

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, communications, digital media, or a related field
- Equivalent experience in digital marketing, performance marketing, or social media management
- Certifications in Google Ads, GA4, SEO, Meta advertising, or email automation platforms are advantageous
- Experience using digital tools such as Meta Business Suite, Google Ads, GA4, CMS platforms, and email marketing system