WE'RE GOING PLACES. ARE YOU?

KiwiRail

Digital Product & Delivery Lead

Position Description

Team:	Passenger	**Location:**	Wellington
Reports to:	Head of Customer, Brand & Product		
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

The Digital Product & Delivery Lead is the business owner for Passenger's digital products, including the website, digital booking journeys and agreed customer-platform capabilities. The role combines product leadership with practical delivery, supported by internal teams and external design and development vendors.

This role sets digital product direction, owns the roadmap and backlog, defines customer and business requirements, and coordinates delivery through Passenger teams, ICT and external partners. It provides one point of business accountability from discovery and prioritisation through to release, operational readiness, benefits realisation and ongoing improvements.

Key Accountabilities

- Own the vision, strategy, roadmap and prioritised backlog for agreed Passenger customer-facing digital products.
- Translate customer, commercial, operational and technology needs into clear product outcomes, business requirements and acceptance criteria.
- Lead digital initiatives through discovery, design, build, testing, release and post-launch optimisation, coordinating internal teams and external delivery partners.
- Improve digital customer journeys, accessibility, adoption, conversion and platform performance using research, analytics, feedback and commercial evidence.
- Maintain product and delivery plans covering priorities, milestones, capacity, dependencies, risks, issues, investment, governance and transparent progress reporting.
- Provide clear governance across priorities, scope, investment, risks, dependencies, delivery progress, operational readiness and benefits.
- Build internal product capability and manage vendor relationships so accountability, deliverables, service expectations and decisions are clear.
- Manage internal and external delivery dependencies and vendor performance, while building KiwiRail product knowledge, capability and clear decision rights to reduce reliance on external vendors and costs.
- Define and monitor customer, commercial, operational, adoption and technical performance, track benefits after release, and use analytics, experimentation and feedback to prioritise improvements.

Key Challenges

- Balancing demand across website, booking, customer data and CRM-related capability within finite internal capacity and vendor budgets.
- Creating clear priorities and timely decisions across multiple business functions, ICT teams and specialist suppliers with different objectives and delivery methods.
- Maintaining product ownership and customer outcomes while also providing sufficient delivery discipline, without becoming the default owner of content, sales trading, technical architecture or operational activity.

Key Success Measures

- Maintaining a prioritised product roadmap aligned with customer, commercial and operational opportunities.
- Successful delivery and launch of new or enhanced Passenger products and digital experiences.
- Timely, high-quality delivery of agreed digital initiatives, with scope, milestones, dependencies, risks and decisions clearly governed and reported.
- Strong alignment between product strategy, customer experience, operational execution, Marketing and external vendors

- Digital releases are fully tested, supportable and operationally ready, with content, process, training and documentation in place.
- Improved website and digital-platform performance, including adoption, conversion and other agreed customer, commercial, operational and technical measures.
- Reduction of customer pain points and friction across digital touchpoints
- Evidence that customer insights and robust data is determining the backlog, investment and continuous-improvement decisions.
- Clear accountability defined and alignment across Product & Customer Experience, Sales, Marketing, Operations, ICT, project teams and external vendors.
- Reduced dependency on external vendors and time to market as internal knowledge base and capability improves.

Key Relationships

Relationship	Manage / Lead	Deliver to	Collaborate with	Advise / inform
Internal: Head of Customer, Product & Brand, Passenger		✓	✓	✓
Internal: Demand Creation (Product, CX, Brand, Marketing team)		✓	✓	✓
Internal: Revenue Generation (Sales, Travel Centre, Digital Conversion team)		✓	✓	✓
Internal: Passenger Operations and frontline delivery team		✓	✓	✓
Internal: ICT, Architecture, Cyber Security, Data and Analytics			✓	✓
Internal: Finance, Procurement, Privacy and Legal			✓	✓
Internal: Ferry Replacement Programme		✓	✓	✓
External: UX, design, development, platform and implementation partners	✓	✓	✓	✓
External: Technology and software suppliers	✓	✓	✓	✓

What you will do to contribute

Health, Safety and Wellbeing	• Apply KiwiRail safety, health and wellbeing requirements to all work and vendor activity. • Identify and escalate delivery, operational, privacy, cyber security and customer risks early.

	• Work with stakeholders to ensure releases are tested, supportable and operationally ready before implementation. • Promote sustainable workloads, constructively challenge safe ways of working across internal and vendor teams.
Digital product leadership	• Own and communicate the digital product vision, roadmap, outcomes and priorities for agreed digital products. • Maintain and prioritise the product backlog, balancing customer value, business value, risk, effort, dependencies and operational needs. • Define product outcomes, business requirements, acceptance criteria and measures of success. • Lead product discovery with customers, trade, internal users, SMEs, ICT and external vendors.
Digital experience and customer journeys	• Own the digital component of end-to-end journeys across discovery, inspiration, booking, pre-travel, travel and post-travel touchpoints. • Use customer research, analytics, feedback and commercial data to identify friction, unmet needs and improvement opportunities. • Ensure accessibility, usability, content, platform capability and commercial objectives are considered together in product decisions. • Work with Product & CX, Marketing & Sales colleagues to translate customer needs and standards into digital priorities.
Delivery and implementation	• Act as business owner through discovery, design, build, testing, release and post-launch optimization; close collaboration with project managers. • Develop delivery plans and actively manage scope, milestones, capacity, dependencies, risks and issues. • Coordinate Passenger teams, ICT, design, development, data, testing and external partners to achieve agreed outcomes. • Work with the Business Improvement Manager to co-orindate content, process, training, support and documentation readiness with accountable teams. • Escalate constraints and trade-offs, and ensure decisions are recorded and communicated.
Performance and continuous improvement	• Define and monitor customer, commercial, operational, adoption and technical performance measures. • Use evidence to reprioritise the backlog and guide ongoing investment. • Track benefits after release and ensure learning informs future decisions. • Use experimentation, where appropriate, and post-release reviews to improve digital journeys and delivery practices.
Vendor and partner management	• Act as the primary business interface with ICT and external digital partners for product priorities, requirements, decisions and escalation. • Set clear scopes, deliverables, dependencies, service expectations and measures for vendor work.

	• Monitor partner performance and ensure KiwiRail retains product knowledge, documentation and decision-making capability. • Work with Procurement and commercial specialists on supplier governance, spend and contractual matters.
Commercial acumen	• Prioritise digital investment using customer, commercial, operational and risk evidence and data. • Plan and monitor approved digital spend and supplier activity within delegated authority. • Assess trade-offs between value, cost, time, quality and risk, and make recommendations on what to do when. • Support improved conversion and revenue outcomes through platform capability.
High performing teams skills	• Maintain transparent and open communication • Support a collaborative decision-making process within the organisation • Foster a supportive and cooperative team environment • Provide timely and constructive feedback • Actively seek diverse perspectives in problem-solving

Key decision-making requirements include:

- Accountable for day-to-day product and delivery decisions for agreed Passenger customer-facing digital products within approved strategy, budgets, governance and delegated authority.
- Prioritising roadmap and backlog items within agreed strategic and investment parameters.
- Defining and accepting business requirements, product outcomes and release acceptance criteria.
- Making delivery sequencing, scope and trade-off recommendations based on value, capacity, dependencies and risk.
- Confirming business readiness and recommending whether releases proceed, pause or require remediation.
- Escalating decisions involving material investment, enterprise architecture, cyber security, privacy, customer safety, reputation or cross-functional conflict.

Human Resources Delegations	Nil
Direct reports	Nil
Finance Delegations	To be confirmed.
Budget (operating and capital)	Influences and monitors approved digital product and supplier budgets; specific budget responsibility to be confirmed.
Travel Delegations	Nil unless otherwise delegated.
Statutory powers	Nil

Physical demands and the nature of work

This role is primarily administration and business based and requires:

- prolonged sitting and regular computer usage;
- participation in-person and online meetings, workshops and collaborative working sessions;
- regular engagement with internal teams, operational locations and customer environments;
- travel between KiwiRail workplaces and Passenger locations as required;
- carrying a laptop and normal work equipment when working across locations; and
- occasional lifting of normal work materials.

Your role may include other tasks suited to your level, as your manager directs. This position description reflects the current requirements of the role and may be reviewed if responsibilities materially change.

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

- Substantial experience owning and delivering customer-facing digital products such as websites, e-commerce, booking, CRM or customer-platform capabilities.
- Experience developing practical product roadmaps, prioritise backlogs and translate customer and business needs into clear requirements and acceptance criteria.
- Led cross-functional digital initiatives through discovery, design, development, testing, release and optimisation.
- Proven experience working with UX, accessibility, analytics, conversion, content and customer journey practices.
- Ability to manage complex internal dependencies and external suppliers, including scope, performance, risk, cost and escalation.
- Strong understanding of customer, commercial, operational and technical evidence to make priorities and trade-offs clear.
- Track record of developing and launching successful digital products and enhancing existing products and platforms.
- Strong commercial capability including budget management, investment prioritisation and business-case development.
- Strong stakeholder influence across operational, commercial, digital, technology and corporate functions.
- Solid analytical capability and the ability to translate complex customer, market and performance information into clear decisions.
- Strong written and verbal communication skills.
- Experience in tourism, transport or another complex customer service environment is desirable.

Ways of working / Work-related qualities

- Strategic and customer-led while maintaining a strong practical delivery focus.
- Takes ownership of challenging outcomes and stay focused on measurable customer and business value.
- Makes clear choices about priorities, investment and outcomes.
- Communicates clearly and tailor technical, customer and commercial information for different audiences.
- Use sound judgement, evidence and diverse perspectives to challenge assumptions and make practical decisions.
- Collaborates effectively across functions while maintaining clear accountability and decision rights.
- Able to organise competing priorities, manage ambiguity and escalate risks and issues early.
- Works effectively across organisational boundaries and resolves ambiguity.
- Communicates clearly and can simplify complex customer and strategic issues.
- Values diversity, innovation, sustainability and Aotearoa's unique customer and tourism context.
- Demonstrates KiwiRail values and ensures outcomes are achieved safely, ethically and respectfully.

Additional requirements & Qualifications

- Ability to travel within New Zealand when required.
- You can meet applicable KiwiRail pre-employment and ongoing screening requirements.
- You need either:

- A relevant qualification in product management, digital, technology, design, business, marketing or a related field; or
- Equivalent substantial hands-on experience in digital product ownership and delivery leadership.

- Professional product management, Agile, project delivery or change certification is desirable but not essential.