



General Manager Strategy

Strategy, Risk & Corporate Services

Team:	Strategy, Risk & Corporate Services	Location:	Auckland, Wellington, Christchurch
Reports to:	Chief Strategy, Risk & Corporate Affairs Officer		
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.

This is a senior leadership role responsible for shaping KiwiRail's strategic future by leading and coordinating the development, continuous refinement and execution of corporate strategic direction and choices. This role ensures alignment with KiwiRail's purpose, mission and growth ambitions ensuring consistency of messaging, proactive stakeholder engagement, and integration of strategic initiatives across the organisation.

Partnering closely with the Chief Executive Officer, Board and Executive Team, this role will define strategic objectives, thought leadership priorities, strategic narratives and play a central role in developing, coordinating and governing strategic initiatives through to action across the organisation. A high degree of CEO/Board interaction is required in this role to support transformation and strategic direction.

This role will own enterprise-wide strategy execution, enforce alignment, and integrate commercial strategy.

Key Accountabilities

Strategy & Direction

- Lead continuous strategy processes ensuring alignment with the organisation's purpose, mission, values and market opportunities. Accountable for coordinating end-to-end enterprise strategic execution, from design through to delivery, including authority to enforce alignment across Business Units. Full ownership of strategic KPIs and responsibility to redirect misaligned programmes.
- Develop and keep under review corporate strategies and roadmaps on strategic priorities, objectives and performance metrics.
- Facilitate strategy workshops and executive sessions to foster cross functional engagement to align strategic clarity.
- Translate strategic goals into actionable initiatives and monitor implementation progress and impact.

Market, Competitive and Policy Insight

- Lead the development of strategic insights by coordinating and conducting deep analysis of market trends, customer needs, competitor positioning, economic shifts and policy developments.
- Deliver timely, evidence based strategic insights and recommendations to support decision making and shape organisational direction.
- Proactively monitor emerging opportunities and risks, including disruption, micro and macro-economic shifts and market entry/exit scenarios to ensure strategic agility and resilience.

Business Model and Strategic Initiatives

- Identify and shape growth opportunities, strategic partnerships, joint ventures and transformational focuses that align with KiwiRail's long-term vision.
- Work closely and collaborate with product, finance, operations and digital teams to ensure initiatives are market fit and financially sound.
- Integrate Strategy into Statements of Corporate Intent, business planning, budgeting, capital allocation and resource planning cycles.

Strategy Execution & Performance Monitoring

- Work closely with People and Culture to ensure strategy execution is enabled by the right culture, leadership and organisational capability.
- Translate strategic plans into clear implementation frameworks with clear accountability, resourcing, timelines and performance indicators.
- Ensuring strategy is directly tied to revenue and profitability outcomes and other strategic goals.

Leadership and Management

- Grow a high-performing strategy team that delivers strategic impact across the organisation.
- Manage budgets, resources and performance metrics to ensure alignment with strategic priorities and value for investment.
- Actively contribute to the senior leadership community, build cross-functional relationships across the organisation to align communications strategies and stakeholder initiatives with enterprise goals.

Key Relationships Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Internal	Chief Strategy, Risk & Corporate Affairs Officer		✓	✓	✓
	Executive Leadership Team		✓	✓	✓
	Board of Directors		✓	✓	
	Strategy Team	✓		✓	✓
	Finance, Senior Managers, Internal Services		✓	✓	✓
External	Government Agencies and Policy Bodies		✓		✓
	External Service providers and Strategic Partners			✓	✓
	Industry Analysts and Consultants			✓	
	Regulators (e.g., WorkSafe)			✓	

What you will do to contribute

Health Safety and Wellbeing	<ul style="list-style-type: none"> • Implement safety procedures and ensure team compliance • Analyse workplace risks and develop mitigation strategies • 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"> • Provide a positive customer experience • Support a customer-focused culture at KiwiRail • Know our services well and explain them to customers • Respond quickly to customer needs • Develop solutions to meet customer requirements • Solve complex customer issues • Work with colleagues to improve customer outcomes
Customer Led	<ul style="list-style-type: none"> • Monitor customer trends and needs to inform strategic priorities. • Ensure strategic initiatives enhance customer experience and service delivery. • Engage with external stakeholders to understand evolving expectations. • Promote a customer-centric culture across strategic programmes. • Translate customer insights into actionable strategic opportunities.
High Performing Teams Skills	<ul style="list-style-type: none"> • Set clear performance standards aligned with KiwiRail's goal • Build a supportive and cooperative team environment • Provide timely and constructive feedback • Actively seek diverse perspectives in problem-solving • Identify opportunities for coaching and mentoring
Commercial Acumen	<ul style="list-style-type: none"> • Plan and monitor resource allocation 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
Strategic Governance	<ul style="list-style-type: none"> • Apply governance frameworks to ensure strategic initiatives are well-structured and accountable. • Identify and address governance risks early, ensuring compliance and transparency. • Align strategic planning with Statements of Corporate Intent and Board expectations. • Ensure governance processes support decision-making and performance monitoring.
Enterprise Risk	<ul style="list-style-type: none"> • Choose and adapt appropriate risk management frameworks for strategic initiatives. • Identify and forecast risks, issues, and opportunities across the enterprise.

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- Monitor external disruptions and policy shifts to inform risk mitigation strategies.
 - Ensure risk insights are embedded into strategic planning and execution.
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Strategic Planning & Transformation

- Lead the development and refinement of KiwiRail's corporate strategy.
 - Translate strategic goals into actionable initiatives with clear KPIs and timelines.
 - Facilitate strategy workshops and executive sessions to foster alignment.
 - Monitor progress and impact of strategic initiatives, adjusting course as needed.
 - Shape transformational programmes that deliver long-term value and growth.
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Decision Making

The position is accountable for decisions regarding all project operational objectives and for the provision of advice to project team members and relevant stakeholders on day-to-day operational decisions.

Key decision-making requirements of the position include:

- Project management and delivery decisions
- Risk management decisions
- Project resourcing, planning and scheduling decisions

Human Resources Delegations	Senior Leader
Direct reports	2-8 (total staff reporting 2)
Finance Delegations	Level 3: \$10,000 Operating Nil Capex
Budget (operating and capital)	As agreed with CSRC SO
Travel Delegations	Yes approves national travel
Statutory powers	Nil

Physical demands and the nature of work

This role is office-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 bring a minimum 15-20 years' experience working in enterprise-wide corporate strategy, strategic planning, management consulting or business transformation roles(s).
- You have a proven track record of developing and delivering business strategy in competitive, complex and dynamic environments to position for growth and to deliver value.
- You have experience in delivering thought leadership and oversight through a strategy lifecycle – from market to competitive analysis, through to implementation and evaluation.
- You have experience working enterprise-wide and influencing, collaborating and coordinating with senior leaders, Executives and Boards.
- You have strength in distilling the complex to discussion, choices and messages to influence utilising strong data and evidenced based analysis.
- You have achieved success working inside a large complex unionised organisation ensuring that strategy is engaged with.
- You can demonstrated success in measuring, tracking and recommending adjustments to strategy.
- You have strong experience leading, developing and growing high performing engaged teams and regardless of reporting lines.
- You have experience working in the rail industry, transport or infrastructure services highly desirable.
- You have familiarity with ESG, sustainability and purpose driven strategy frameworks.

Skills and Capabilities

- You have advanced strategic thinking, analytical and systems-level problem solving.
- You have commercial acumen with strong financial modelling and business case evaluation skills
- You have excellent facilitation and influencing skills, with the ability to work across diverse teams and stakeholders.
- You have high emotionally intelligence, you are adaptable and resilient in managing change and ambiguity.
- You have strong written and verbal communication skills including in Board level materials.
- You have knowledge of future trends, innovation, customer and digital transformation and change management.

Ways of working / Work-related qualities

- You are structured while agile
- You have strong judgment and, resilience and decision-making ability
- You are flexible and practical
- You communicate in an impactful and strategic way, influencing at all levels
- You have strong stakeholder engagement skills
- You embrace innovation and are comfortable leading through ambiguity
- You champion safety across the organisation and lead by example

Other Requirements

- You can travel nationally as required
- You can pass pre-employment checks, including drug and alcohol screening
- You have a valid New Zealand Driver's licence

Qualifications

You need either:

- A bachelor's degree in Strategy, Business, Economics, Finance or related field.
- MBA or postgraduate qualification in Strategy, Corporate Planning or similar (highly desirable).

**CREATING
STRONGER
CONNECTIONS**

KiwiRail 