



Key Account Executive - Bulk

Position Description

Team:	Freight Markets	Location:	Auckland
Reports to:	National Manager Bulk and Forestry		
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 Bulk I Sales Executive will drive revenue and business growth by developing and executing strategic sales and growth plans, with a specific focus on expanding rail freight services. This role is responsible for building and nurturing strong customer relationships, identifying new market opportunities, and working cross-functionally to maximise regional performance.

You will be expected to create and implement tailored I strategies for the bulk market sector that align with business objectives, ensuring alignment with KiwiRail's long-term growth targets. A key focus of the role is to enhance uptake of rail services through customer-centric solutions, market development, and optimisation of existing services.

You will also be responsible for developing KPIs that reflect the mutual value created through these relationships, driving yield and volume improvements, and increasing KiwiRail's presence and profile across NZ. Active engagement with internal stakeholders will be crucial to align capability with customer requirements and deliver against budgetary targets.

Health and Safety is a core part of KiwiRail's operations. You will be a safety leader and are expected to "walk the safety talk."

Key Accountabilities

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

Regional Sales Strategy & Growth

- Develop and implement growth plans focused on increasing rail freight market share.
- Identify and pursue new business opportunities aligned with economic trends and logistics demands.
- Use market intelligence to recommend service adjustments and new offerings that support growth.
- Collaborate with the wider sales team to ensure consistency in approach and best practice sharing.

Key Account & Relationship Management

- Maintain regular and strategic contact with key stakeholders within customer organisations.
- Ensure customer satisfaction and retention through proactive service management.
- Manage multiple stakeholder levels within accounts to ensure account depth and resilience.
- Protect and grow revenue by maintaining account health and identifying up-sell/cross-sell opportunities.

Revenue & Pricing Management

- Ensure pricing strategies support both cost recovery and competitiveness.
- Monitor and report on revenue targets, forecasting variances and growth opportunities.
- Identify and reduce poor-quality service costs; implement solutions in collaboration with operations.
- Seek new value-added opportunities within the customer supply chain (e.g. first/last mile solutions).
- Ensure compliance with pricing and approval protocols.

Operational & Interdepartmental Collaboration

- Collaborate with operational and network teams to align service capability with customer demand.
- Facilitate communication between customer service, planning, and delivery teams to ensure smooth execution.
- Resolve operational issues impacting customer satisfaction and service delivery.

Budget & Financial Responsibility

- Actively contribute to budgeting, forecasting, and financial planning.

- Deliver cost-reduction initiatives that improve financial performance.
- Monitor customer payment performance and contribute to debtor management.

Reporting & Insights

- Provide regular sales performance reports and customer insights.
- Report on pipeline development and key account activities weekly.
- Share relevant market and competitive intelligence with leadership to guide strategy.

Key challenges

- Balancing Customer Needs with Operational Constraints
- Driving Growth in a Competitive Freight Market
- Developing Freight Strategies in Diverse Economic Conditions
- Internal Alignment and Influence
- Building Long-Term Relationships in a Transactional Environment
- Identifying and Unlocking New Revenue Streams
- Adapting to Industry Shifts and Policy Changes

Key Relationships Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Internal	National Manager Bulk and Forestry		✓	✓	
	Freight Markets			✓	
	Customer Delivery			✓	
	Senior management		✓	✓	
External	Customers		✓		
	Freight and Logistics Partners		✓	✓	
	Public		✓	✓	

What you will do to contribute

Health Safety and Wellbeing	• 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	• 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
High Performing Teams Skills	• 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	• 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

Decision Making

The individual will be required to make commercially sound, data-informed decisions that balance customer needs with operational capability, while aligning regional sales initiatives with KiwiRail's broader strategic and financial objectives

Key decision-making requirements of the position include:

- Decisions are primarily guided by revenue growth, profitability, and customer value.
- The role requires assessing market opportunities and customer requirements, then deciding how best to structure deals, pricing, and service offerings to win and retain business.
- Regular use of sales performance data, regional economic trends, customer usage patterns, and revenue forecasts to guide decisions.
- Pricing and growth decisions must reflect financial viability, cost recovery, and yield optimization.
- Many decisions are made in consultation with internal stakeholders (e.g., operations, pricing, finance, network services).
- The role does not always have direct authority over service delivery but must influence and coordinate decision-making across departments to align customer solutions with operational capabilities.
- Operates with a high degree of autonomy at the regional level, particularly in identifying and developing local market opportunities.

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

Physical demands and the nature of work

This role is physically demanding and requires:

- extended periods of standing and walking while performing manual tasks
- working in various weather conditions and environments
- protective equipment usage including safety boots, hard hats, eye/ear protection when on site

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

- 5–7 years of experience in sales, business development, or key account management
- Proven experience developing and executing growth strategies
- Deep understanding of freight and/or logistics, preferably rail
- Strong analytical skills and ability to interpret financial and performance data
- Excellent interpersonal and negotiation skills
- Capable of managing complex customer accounts and projects

Desirable:

- Experience working with regional economic development agencies or supply chain stakeholders
- Experience in transport, infrastructure, or industrial B2B environments
- Familiarity with CRM and sales performance tools
- Ability to influence cross-functional teams