



Marketing Manager B2B

KiwiRail

Team:	Customer and Growth	Location:	Auckland
Reports to:	GM Marketing & CX	Job family:	TBC
Role Type:	Permanent	Salary:	TBC

About Us

KiwiRail’s Role in Aotearoa, New Zealand

KiwiRail delivers sustainable and inclusive growth for our customers, our communities and our people. For more than 150 years, rail in New Zealand has connected communities, delivered goods and people around the country and showcased our spectacular scenery to the world. Our purpose 'Stronger Connections, Better New Zealand,' speaks to connected people, networks, journeys, experiences, and ways of working that move KiwiRail, the transport sector and New Zealand forward.

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.



Health, safety and wellbeing is our number one priority. Good safety is good business

About the Role

Purpose of the role

The Marketing Manager B2B plays a critical role in strengthening KiwiRail Freight's position in the logistics market. The role is responsible for developing and executing brand and marketing strategies that build visibility, trust, and preference for KiwiRail Freight as the first choice for moving goods across New Zealand. This includes shaping and activating brand plans, crafting impactful campaigns, and building strong partnerships with internal teams and external stakeholders. By translating customer insights into effective marketing strategies, the Marketing Manager B2B ensures that our brand resonates with decision makers and directly supports business growth.

Key Accountabilities

- Develop and implement KiwiRail Freight brand and marketing plans that strengthen market position and drive revenue growth.
- Lead marketing campaigns and initiatives that differentiate KiwiRail in a competitive logistics market and showcase the value of rail freight.
- Build strong relationships with the Commercial and Sales teams to ensure marketing initiatives align with customer needs and support lead generation.
- Manage agency and vendor partnerships to deliver high-quality marketing outcomes that support KiwiRail's strategic objectives.
- Champion the KiwiRail Freight brand internally and externally, ensuring consistency across all customer and stakeholder touchpoints.

Key Challenges

- Differentiating KiwiRail Freight in a highly competitive logistics sector.
- Balancing legacy perceptions with KiwiRail's evolving strategy and modern service capability.
- Navigating a complex stakeholder environment while building long-term trust and credibility.
- Demonstrating the commercial impact of marketing activity in an operationally driven environment

Key Relationships		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Here are the key relationships relevant to this role					
Internal	Business Unit Leaders	✓	✓	✓	✓
	Marketing & Brand	✓	✓	✓	✓
	Commercial Team		✓	✓	✓
	IT / Digital, Data & Analytics			✓	
	Finance Team			✓	
External	Freight customers			✓	✓
	Agencies	✓		✓	✓
	Other Service providers	✓		✓	✓

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 • Model safety-first behaviours in all interactions and decision-making.
Customer Focus	<ul style="list-style-type: none"> • Provide a positive customer experience • Support a customer-focused culture at KiwiRail • Develop the KiwiRail Freight brand internally and externally • Work closely with Brand & Product Manager to develop solutions to meet customer requirements • Champion the voice of the customer at enterprise and board level. • Ensure customer insights drive strategic and operational priorities.
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 • Support commercial and finance teams in quantifying the business value of customer-led initiatives.
High Performing Teams	<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 • Promote a collaborative, customer-focused culture across KiwiRail.
Marketing	<ul style="list-style-type: none"> • Develop robust marketing plans to drive growth of KiwiRail Freight • Collaborate with Customer Engagement Manager to build strong programme of communication and events to boost brand reputation • Champion CRM • Champion Sustainability

Decision Making

The Marketing Manager B2B is responsible for:

- Defining and executing Marketing plans for KiwiRail Freight products and services
- KiwiRail Freight portal design and usability
- Working with Commercial Team, Customer Value Team to develop and launch a pipeline of new services

Human Resources Delegations	Nil
Direct reports	0
Finance Delegations	TBC
Budget (operating and capital)	TBC
Travel Delegations	Nil
Statutory powers	Nil

Physical demands and the nature of work

This role is primarily office-based with regular national travel to sites, customers, and partners. It requires:

- High levels of mental focus due to cross-functional coordination, executive engagement, and data interpretation.
- Flexibility to work additional hours during major disruptions, board reporting cycles, or transformation initiatives.

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

- 7+ years of experience, preferably in B2B marketing.
- Industry or Supply Chain relevant experience would be a bonus.
- Understanding of CRM systems and marketing automation tools.
- You have proven experience developing and delivering brand strategies that drive measurable impact.

Ways of working / Work-related qualities

- You collaborate effectively with multiple internal stakeholders
- You can build solid relationships with customers
- You can develop the brand with vision and creativity
- You are commercially astute and data-driven in decision-making.
- You model collaboration, safety, and continuous improvement.

Other Requirements

- You can travel nationally as required.
- You can pass all required safety and pre-employment checks.

Qualifications

You need:

- A degree in Business, Marketing, or a related discipline.
- Relevant professional experience and industry certifications.

**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.