



Media & Influencer Marketing Specialist

Position Description

Team:	Passenger Marketing	Location:	Wellington/Auckland
Reports to:	Partnership and Sponsorship 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 Media & Influencer Marketing Specialist is responsible for delivering KiwiRail's consumer and trade media presence through proactive media relations and influencer partnerships. The role ensures that KiwiRail's passenger brands are consistently represented across key media outlets in New Zealand and International, driving visibility, engagement, and conversion. This includes media campaigns, media collateral, and user-generated content initiatives to support brand storytelling and reputation management.

Key Accountabilities

- Develop and execute proactive media strategies and PR campaigns across both B2C and B2B audiences
- Develop and maintain media kits, press assets, brand messaging, and editorial resources
- Manage relationships with media outlets, journalists, influencers, and digital creators
- Plan, pitch, and host media familiarisation (famil) trips and influencer experiences
- Draft, edit, and distribute approved press releases and official media responses as required
- Lead influencer marketing programmes, including identifying creators, developing briefs, and managing content delivery
- Responsible for facilitating filming requests.
- Initiate and support user-generated content (UGC) campaigns across key platforms
- Oversee the planning, logistics, and creative direction for on-brand filming and content capture
- Monitor, track, and report on earned media and PR performance, using insights to inform future strategy
- Pitch stories to media outlets in New Zealand and International, develop press releases, plan and host media familiarisation itineraries, build media relationships, and track media coverage to measure campaign impact

Key Challenges

- Navigating media landscapes in both consumer and trade environments across NZ and AU
- Balancing proactive brand storytelling with media response obligations in a fast-paced environment

Key Relationships Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Internal	Brand and Marketing Teams (Great Journeys NZ & Interislander)		x	x	x
	Digital Marketing Team		x	x	x

	Customer Experience		x	x	x
	Product and Commercial Teams			x	x
	KiwiRail Comms Team		x	x	x
	Sales Trade Team		x	x	x
	Content and design marketing team			x	x
	Senior Leadership and Executive Stakeholders			x	x
External	Media outlets and journalists in NZ and AU			x	x
	Influencers, digital creators, and UGC contributors			x	x
	Tourism and trade media partners			x	x
	Creative, PR, and video production agencies			x	x

What you will do to contribute

Health Safety and Wellbeing	<ul style="list-style-type: none"> • Ensure safety and compliance during hosted famil trips, filming projects, and content shoots • Promote KiwiRail's values in all public-facing content and communications • Consider reputational risk when handling sensitive or crisis situations • Support mental wellbeing within your team and across agency relationships by modelling positive behaviours under pressure
Customer Focus	<ul style="list-style-type: none"> • Develop solutions to meet customer requirements • Solve complex customer issues • Use customer stories to drive engagement and deepen connection with the KiwiRail brand • Create accessible and inclusive media and influencer content • Prioritise positive reputation outcomes in all media interactions
High Performing Teams Skills	<ul style="list-style-type: none"> • Build strong cross-functional partnerships across marketing, communications, and customer-facing teams • Manage agency and partner relationships with clarity, transparency, and shared goals • Support collaboration, knowledge sharing, and joint problem-solving in a dynamic team environment
Commercial Acumen	<ul style="list-style-type: none"> • Develop media and PR strategies that contribute to business growth and ROI • Leverage media partnerships for commercial benefit • Track and report on media campaign effectiveness and value • Align influencer and UGC strategies with broader commercial goals

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- Support tourism and sales pipelines through positive earned media coverage
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Strategic Content and Influence

- Lead the development of influencer marketing strategy to support brand awareness and campaign outcomes
 - Understand press material development, and content approval processes
 - Manage the full lifecycle of media engagements—from planning to hosting to follow-up coverage
 - Identify high-value creators and storytellers who align with KiwiRail's purpose and brand tone
 - Lead the strategy and execution of UGC campaigns and earned content distribution
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Decision Making

The Media & Influencer Marketing Specialist is accountable for advising and delivering strategic media, PR, and influencer campaigns. This includes generating story angles and content partnerships and advising on creator selection.

- Influencer selection and vetting
- Customer brief experience including content and design requirements
- Content, media, influencer calendar and budget planning
- Brand voice and market positioning delivery

Human Resources Delegations	Nil
Direct reports	Nil
Finance Delegations	Nil
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 proven experience managing media relations, influencer marketing, and public relations within a consumer or tourism-facing brand
- You have written and delivered successful press releases, PR campaigns, and media content across multiple platforms
- You are confident working with journalists, influencers, and content creators, and know how to build meaningful, mutually beneficial relationships
- You have created influencer strategies from planning through to activation and reporting
- You understand how to generate and amplify user-generated content (UGC) to support brand storytelling
- You have managed media familiarisation trips, including itinerary design, hosting, and follow-up
- You have experience tracking earned media and influencer coverage, using insights to improve content and media performance

Ways of working / Work-related qualities

- You communicate clearly and persuasively with media, internal stakeholders, and external partners
- You can manage sensitive issues with discretion, empathy, and professionalism
- You are creative and curious, always seeking new stories, partnerships, and media angles
- You thrive in a fast-paced environment and remain calm and solutions-focused under pressure
- You take ownership of your work and collaborate across teams
- You are adaptable, responsive to change, and confident working across both strategy and execution
- You value diverse perspectives and build content and campaigns that reflect a wide range of voices and experiences

Other Requirements

- You can pass regular drug and alcohol screenings
- You have a current and valid NZ Driver's Licence

Qualifications

- You have a relevant qualification in communications, public relations, journalism, or marketing
- You have experience with media or influencer campaigns in a commercial, government, or tourism environment