



Social Media and Content Specialist

Position Description

Team:	Stakeholder Engagement & Communications Team	Location:	Auckland or Wellington
Reports to:	Manager Media & External Communications		
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 wellbeing are our number one priority, ensuring our people return home safe and healthy every day.

About the Role

Purpose of the role

KiwiRail has a vision to become our customers first choice and is delivering on a significant five-year plan to modernise and grow our business.

We are now looking for a creative, strategy led Social Media and Content Specialist to modernise KiwiRail's digital presence and drive our online content strategy.

This is an exciting opportunity which would mean collaborating with our staff across the country to generate visual content that's both engaging, and informative, ensuring alignment with organisational priorities, campaigns and stakeholder engagement activity.

The Social Media and Content Specialist would be responsible for the day-to-day management of our social media channels and strategy. They'll collaborate with story owners to generate and create written and visual content for digital channels that's both engaging and informative.

This role will play a key part in shaping our digital voice and presence online.

They'll be responsible for the editorial calendar and will work to align it with broader communications strategies and organisational priorities.

Experience in managing websites would be helpful but isn't essential if you are keen to learn.

Key accountabilities

- **Content development and curation:** Work with story owners to generate, edit, and publish engaging content tailored to the audiences of each platform.
- **Stakeholder engagement and collaboration:** Proactively build relationships to source content and stories.
- **Campaign and content development:** Build, plan, and execute digital content and campaigns, aligned with the broader communications strategy.
- **Tone and voice:** Develop and maintain a consistent brand voice, suitable for each channel.
- **Web content management:** Oversee the CMS (Content Management System), publishing, updating, and auditing webpages to ensure content is up to date and trustworthy.
- **User experience (UX) and SEO:** Monitor web user journeys, manage Search Engine Optimization (SEO) efforts to drive traffic to KiwiRail corporate website Improve website navigation and accessibility for better user experience and interaction.
- **Analytics and reporting:** Monitor key performance indicators (KPIs) and analyse engagement data for social media. Track website performance using tools like Google Analytics, providing data-backed recommendations for improvements.
- **Strategic alignment:** Ensure that digital strategies align with overall Communications strategies and organisation priorities.

Key skills

- **Social platform expertise:** Understanding of major social networks (e.g., Instagram, LinkedIn, Facebook, YouTube) and their relevance to a business such as KiwiRail.
- **Internal stakeholder management:** Proven ability to build relationships and collaborate effectively with diverse stakeholders across an organisation.

- **Communication & copywriting:** Exceptional written communication skills with a keen eye for brand voice and visual story telling.
- **Visual storytelling:** Experience in working with designers to brief graphics and visuals.
- **Video content:** Produce short and long-form video that hook audiences and communicate KiwiRail stories.
- **Project management:** Manage editorial calendars, coordinate with content contributors, execute campaigns, and think across all platforms.
- **Risk awareness:** Apply a reputational risk lens to all content in the context of the organisation's positions with key stakeholders (Government, media, customers).
- **Website management:** Experience managing corporate websites using the Silverstripe platforms, including content publishing and governance. (This would be helpful but is not a requirement).
- **Continuous improvement and innovation:** Continuously improve systems, processes and ways of working to enhance channel effectiveness. Stay current with digital trends and evolving audience behaviours and emerging platform opportunities.

Key challenges & Opportunities

- Balancing competing content priorities across multiple channels, audiences and business needs.
- Translating complex operational and technical information into clear, engaging content.
- Managing sensitive and high-profile communications, including reputational risk.
- Influencing and aligning diverse stakeholders with varying communication needs.
- Adapting to evolving digital trends and audience expectations.
- Using data and insights to inform decisions and optimise channel performance while ensuring content remains accurate, accessible and trustworthy.

Key Relationships Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Internal	Manager Media & External Communication		✓	✓	✓
	Stakeholder & Communications Team		✓	✓	✓
	Business Specialists (eg: Project Directors and key SMEs)			✓	✓
External	Media and related stakeholders		✓	✓	✓
	Suppliers and service providers		✓	✓	✓

What you will do to contribute

Health Safety and Wellbeing	• Actively promote and lead a strong safety culture • Ensure content reflects KiwiRail's commitment to Zero Harm • Support and promote wellbeing through effective communication practices • Actively promote and maintain a strong safety culture • Ensure channels support and reflect KiwiRail's Zero Harm commitment
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	• Actively seek diverse perspectives in problem-solving • Identify opportunities for coaching and mentoring • Contribute to a collaborative and high-performing team environment • Support capability uplift in channel management across the organisation
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 • Manage channel resources effectively to deliver value • Consider financial and reputational impacts in channel decisions
Channel & Digital Leadership	• Lead best practice in channel strategy, management and optimisation • Drive innovation and continuous improvement in channel performance with a focus on digital excellence and audience engagement.

Decision Making

Key decision-making requirements of the position include:

- Determining channel strategy and prioritisation
- Selecting appropriate channels and audience targeting approaches
- Making channel optimisation and performance improvement decisions
- Allocating resources and managing channel operations and workflows
- Identifying and managing reputational and communication risks

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

- Proven experience managing multi-channel communications in a complex organisation
- Strong understanding of digital, social and internal communication channels including emerging platforms and trends
- The ability to film and edit videos.
- Experience using publishing, content management and analytics tools
- Experience working with stakeholders to deliver effective communication outcomes and provide guidance on channel best practice.

Ways of working / Work-related qualities

- Strong stakeholder engagement and influencing skills
- Strategic thinker with strong delivery focus
- Adaptable and responsive to changing priorities and environments
- Collaborative and solutions-focused
- High attention to detail and commitment to quality with a strong understanding of brand voice and digital storytelling.

Other Requirements

- You comply with all KiwiRail health and safety requirements
- You can pass regular drug and alcohol screenings
- You have a current and valid NZ Driver's Licence

Qualifications

You need either:

- A tertiary qualification in communications, marketing, digital media or a related discipline
or
- Equivalent practical experience

