



Head of Marketing, Passenger

Position Description

Team:	Marketing, Passenger	Location:	Wellington preferred
Reports to:	Executive Manager, Passenger		
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

The Head of Passenger Marketing is responsible for leading the passenger marketing team and driving the marketing strategy to support customer acquisition, revenue growth, and brand presence for KiwiRail's passenger services. This role oversees digital marketing, public relations, content creation, and trade event marketing, ensuring a strong market presence across all channels. The Head of Passenger Marketing plays a critical role in developing campaigns, analysing digital trends, and managing budgets to optimise commercial outcomes.

Key Accountabilities

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

- Strategy: Develop and implement the passenger marketing strategy, driving customer engagement and revenue growth.
- Forecasting: lead strategic planning to align with marketing sales activations
- Team leadership: lead the passenger marketing team, ensuring high performance and strategic alignment.
- Digital Marketing: oversee the digital marketing team and strategy, ensuring a strong online presence.
- Revenue growth: drive customer acquisition, leveraging data-driven marketing initiatives.
- PR initiatives: lead PR, media relations and influencer partnerships, to enhance brand awareness.
- Content: ensure high level content creation and visual marketing, aligning with brand identity and passenger experience goals.
- Trade event support: ensure a strong presence at industry expos and events.
- Campaigns: plan and execute marketing campaigns, optimising reach and effectiveness.
- Insights & data: analyse digital trends and campaign performance, providing actionable insights.
- Performance & reporting: analyse KPI and product actionable plans from data insights on performance.
- Budget: manage the passenger marketing budget, ensuring cost-effective and high-impact marketing initiatives.
- Oversee all digital, content, media, and passenger marketing deliverables, ensuring seamless execution

Key Challenges

- Balancing brand positioning with commercial revenue targets in a competitive market.
- Optimising marketing performance across multiple digital and traditional channels.
- Ensuring strong ROI on marketing investments while maintaining budget efficiency.

Key Relationships		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Here are the key relationships relevant to this role					
Internal	Marketing team	x			
	Fleet Operations, Sales & Product Development teams		x	x	x
	Travel Centre		x	x	x
	Revenue and Commercial Teams		x	x	x

	Customer Experience and Service Delivery Teams		x	x	x
	C&G Brand Marketing			x	x
External	Safety and Compliance Teams		x	x	x
	Third-Party Service Providers and Contractors			x	x
	Tourism Industry organisations: TIA, RTOs, TNZ TENZ			x	x
	Tourism industry suppliers			x	x
	Marketing agencies (non-strategy)	x		x	x

What you will do to contribute

Health Safety and Wellbeing

- Implement safety procedures and ensure team compliance
- Ensure marketing content aligns with KiwiRail's safety and operational policies
- 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
- Develop marketing strategies that enhance customer engagement and satisfaction.
- Use customer insights and digital analytics to drive targeted campaigns.
- Align brand messaging with the passenger experience, ensuring consistency.

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

- Manage budget allocation and marketing spend, ensuring efficiency and impact.
- Analyse marketing performance metrics, optimising campaigns for revenue growth.
- Work closely with sales and revenue teams to align marketing efforts with business goals

Other Role-Relevant Competences

- Ensure brand consistency across all digital and offline channels.
- Oversee trade event planning and execution, ensuring maximum impact.
- Manage media relations and influencer partnerships to enhance market presence.

Decision Making

The Head of Passenger Marketing makes strategic marketing decisions within approved budget and delegated authority. This includes developing campaigns, selecting media partnerships, allocating digital spend, and optimising marketing strategy based on performance insights.

- Strategic marketing leadership: demonstrates ability to create and execute a comprehensive marketing strategy aligned with business goals. Experience working with senior leadership teams on long term planning, market positioning and growth initiatives. ROI-focused marketing focus.
- Commercial acumen & budget ownership: manages large budgets effectively, allocating spend across channels for maximum ROI. Aligns efforts with sales targets, revenue goals and business priorities. Able to track and communicate marketing ROI to senior stakeholders.
- Stakeholder management and cross department collaboration: works closely with sales, product, revenue and operations to align efforts. Skilled at managing and negotiating with internal & external stakeholders. Able to present effectively to Leadership or C-suite, translating marketing impact into business value.
- Team leadership & development: skilled at mentoring and motivating sales teams. Able to manage performance, coach for improvement & foster collaborative sales culture. Leads with empathy, accountability and results orientation.
- Multichannel & global campaign management: track record of delivering integrated marketing campaigns across traditional, digital & experiential channels, along with tracking results. Skilled with country strategies.
- Customer insights & segmentation: uses market research, customer data & feedback to shape audience segmentation and targeting. Able to define clear customer personas and match product market fit. Incorporates insights fto personalise marketing.
- Brand activation and storytelling: proven ability to use the build the business through brand activation across markets. Skilled destination storytelling and experience led content strategies. Ensure consistency in delivery of brand tone, visuals and messaging across all touchpoints.
- Digital & performance marketing: strong understanding of digital marketing channels. Data-literate, confident optimising campaigns through KPIs, AB testing and analytics tools. Understand digital customer journey and conversion funnels.
- Tech stack & automation: experience with modern martech stacks (CRM, marketing automation, analytics, etc). Understands how to use tools like salesforce, hubspot, or similar. Leverages automation to scale.
- Tourism/ service industry knowledge: Travel & tourism trends, target markets, booking behaviour, seasonality and traveller motivations.

Human Resources Delegations	Nil / People Leader / Senior Leader
Direct reports	5 (total staff 12)
Finance Delegations	\$100K Operating Nil Capex
Budget (operating and capital)	TBC
Travel Delegations	Nil Yes approves national travel
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 extensive experience in marketing leadership, ideally within travel, tourism, or transport sectors.
- You have a proven track record in digital marketing, customer acquisition, and revenue growth.
- You understand PR, media, and influencer partnerships, leveraging them for brand impact.
- You have experience in content marketing, trade events, and campaign management.
- You are skilled in budget management and marketing performance analytics.

Ways of working / Work-related qualities

- You are a strategic thinker, with a results-driven approach to marketing.
- You are creative and innovative, developing impactful campaigns.
- You are data-savvy, using analytics to inform marketing decisions.
- You are an effective communicator, managing internal and external relationships.
- You thrive in fast-paced, high-performance environments.

Other Requirements

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

Qualifications

- You have a degree in marketing, business, or a related field, or equivalent experience.
- You hold relevant industry certifications in digital marketing, brand management, or PR.

**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.