



Product Development Manager

Position Description – Customer and Growth

Team:	Customer Value	Location:	TBC
Reports to:	General Manager Customer Value		
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 Product Development Manager plays a pivotal role in growing KiwiRail's market presence and product offering within the rail freight industry. This role is responsible for identifying key market segments, developing tailored products, and driving commercial performance through strategic planning, market insight, and cross-functional collaboration. The position ensures that KiwiRail's freight products meet customer needs, remain competitive, and contribute to the organisation's long-term growth and profitability.

Key Accountabilities

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

- Develop and execute segment strategies to increase market share and customer engagement in targeted rail freight sectors.
- Lead the development, enhancement, and lifecycle management of freight products, ensuring alignment with market needs and KiwiRail's strategic objectives.
- Conduct market research and competitor analysis to identify opportunities for innovation and product differentiation.
- Partner with sales, operations, and marketing teams to ensure successful product launches, positioning, and performance.
- Monitor segment and product performance, analysing key data to drive insights and recommend improvements.
- Translate customer insights into actionable product and service improvements that enhance value and satisfaction.

Key challenges

- Balancing strategic planning and execution while responding to changing customer and market dynamics in a complex logistics environment.
- Navigating the challenges of introducing product innovation within an operationally intensive and safety-regulated industry.
- Ensuring cross-functional alignment and stakeholder engagement in a matrixed organisation while delivering commercial outcomes.

Key Relationships		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Here are the key relationships relevant to this role					
Internal	General Manager Customer Value		✓	✓	
	General Manager Freight Markets, Sales and Account Management		✓		
	Marketing and Communications Teams		✓	✓	✓
	Innovation and Digital Teams		✓	✓	
	Operations, Service Delivery Teams		✓	✓	

External	Customers and Freight Clients		✓		
	Industry bodies and freight forwarders		✓	✓	
	Commercial and Logistic partners		✓	✓	✓
	Market research providers			✓	

What you will do to contribute

Health Safety and Wellbeing	<ul style="list-style-type: none"> • Embed a safety-first approach in product development and delivery • Proactively identify health and safety risks in product or service offerings • Promote a culture of wellbeing and safety across commercial initiatives • Ensure compliance with all safety protocols in stakeholder engagement and delivery
Customer Led	<ul style="list-style-type: none"> • Design and evolve products based on deep customer insight and feedback • Build strong relationships with key customers and incorporate their voice into planning • Actively monitor satisfaction levels and adjust products to improve value • Lead customer-centric product initiatives that drive retention and growth
Commercial Acumen	<ul style="list-style-type: none"> • Evaluate the commercial impact of product strategies and segment performance • Manage pricing strategies in line with profitability and market positioning • Support development of business cases for new or modified products • Use market data to inform planning and decision making
High Performing Teams	<ul style="list-style-type: none"> • Collaborate effectively across commercial, operational, and technical teams • Promote shared goals and drive collective outcomes • Lead project teams through product launch and market roll-out processes • Build partnerships that enable innovation and customer responsiveness
Innovation and Market Insight	<ul style="list-style-type: none"> • Identify trends, disruptions, and innovation opportunities in logistics and freight • Champion new product ideas and enhancements to stay ahead of market needs • Apply structured thinking to solve customer and market problems creatively • Bring external best practice into KiwiRail's freight product development •

Decision Making

This role makes key decisions within the boundaries of delegated authority (typically Level 5–6), particularly in the areas of segment strategy, product lifecycle management, and market development initiatives. The position exercises independent judgement in commercial planning and is accountable for delivering outcomes aligned with KiwiRail's freight strategy. Final sign-off for new products and major investments is subject to senior-level governance and commercial oversight.

Human Resources Delegations	Nil
Direct reports	Nil
Finance Delegations	Level 3: \$5,000 Operating Nil Capex
Budget (operating and capital)	TBC
Travel Delegations	Nil
Statutory powers	Nil

Physical demands and the nature of work

This role is primarily office-based and requires:

- Prolonged periods of sitting and extensive use of a computer and other standard office equipment
- Regular interaction in meetings—both in-person and virtual—with internal and external stakeholders
- Occasional travel to customer sites, depots, or operational locations across the country
- Carrying of laptops and documents when moving between locations or working remotely
- Limited physical exertion, but may include occasional walking around rail yards or freight facilities during site visits (appropriate PPE will be required)

The role does not involve manual labour but requires the ability to move between locations, assess freight facilities, and participate in customer visits when necessary.

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're experienced in managing market segments and commercial product portfolios
- You have 5–7 years' experience in product management, commercial strategy, or freight/logistics
- You can analyse market data and turn insights into actionable decisions
- You're skilled in stakeholder engagement across diverse teams
- You understand the transport or supply chain industry and emerging customer needs

Ways of working / Work-related qualities

- You prioritise safety and act with integrity in all commercial decisions
- You communicate clearly and tailor your message to diverse stakeholders
- You take ownership of challenging goals and lead with a proactive mindset
- You collaborate effectively and build strong partnerships across functions
- You seek innovative solutions and are responsive to customer and market signals

Other Requirements

- You can travel domestically for customer and market engagements
- You can pass all necessary pre-employment checks
- You have a current and valid NZ Driver's Licence

Qualifications

You need either:

- A Bachelor's Degree in Business, Marketing, Logistics, or a related field
- Or equivalent experience in market strategy, commercial planning, or freight product development

And

- You hold relevant industry certifications
- You hold relevant 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.