



Senior Customer Engagement Advisor

Marketing

Team:	Marketing & Customer Experience	Location:	Wellington
Reports to:	Customer Experience 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 and ferries in New Zealand have 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 purpose of this role is to build strong, lasting relationships with KiwiRail customers while leading day-to-day engagement and communications activity that supports the Interislander business. This role owns the delivery of Commercial Vehicle (CV) -customer communications, engagement initiatives and events, and provides hands-on communications support for Interislander to keep customers, stakeholders and teams informed, engaged and aligned.

Key Accountabilities

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

- Deliver customer engagement and communications activity that strengthens KiwiRail Freight and Interislander CV brands and builds trusted relationships with customers and stakeholders
- Support and maintain a calendar of customer and Interislander communications, engagement initiatives, events and roadshows
- Support sales and commercial teams to retain and grow customer relationships through targeted communications and engagement activity
- Lead the planning and delivery of Interislander operational, customer and stakeholder communications during business hours, including disruption communications and issue response
- Lead the planning and delivery of communications for the Replacement Ferry Project
- Create content and communications assets across channels, including customer messages, internal updates, web content, presentations, event collateral and promotional material
- Identify and deliver proactive storytelling and communications opportunities that support Interislander CV and KiwiRail Freight objectives
- Work closely with the Communications team and internal stakeholders to ensure messaging is timely, consistent, and aligned

Key challenges

- Balancing ownership of day-to-day customer and Interislander communications with delivery of longer-term engagement initiatives, campaigns and events.
- Building trusted relationships across predominately Interislander Freight (CV), but also freight and passenger while maintaining a consistent and customer-centred brand voice.
- Managing competing priorities and tight deadlines in a fast-paced environment, particularly during service disruption or issue response.
- Influencing and collaborating effectively across a wide range of internal teams and external stakeholders without direct authority.
- Representing KiwiRail Freight and Interislander Freight (CV) professionally at customer events, stakeholder engagements and communications activities.
- Turning customer insights and operational information into clear, timely and practical communications that support trust and commercial outcomes.
- Supporting engagement and communications through organisational change and ongoing transformation across KiwiRail and Interislander.

Key Relationships Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Internal	Customer Engagement Manager		✓	✓	
	Sales Teams		✓	✓	✓
	Internal comms Team			✓	✓
	Passenger Team		✓	✓	✓
	Freight Team		✓	✓	✓
	Customer Delivery Team		✓	✓	✓
	Customer Value Team			✓	✓
External	Customers	✓		✓	
	Agencies	✓		✓	
	Other Service Providers	✓		✓	



What you will do to contribute

Health Safety and Wellbeing	<ul style="list-style-type: none"> • Promote a culture of safety and wellbeing • Respond effectively to safety incidents and near-misses • Support safe delivery of customer events, communications activity and operational responses
Customer Focus	<ul style="list-style-type: none"> • Provide a positive, seamless customer experience across engagement and communications touchpoints • Understand KiwiRail and Interislander products and services and translate them into clear customer messaging • Respond quickly to customer and stakeholder needs, particularly during disruption or change • Work with colleagues to improve customer outcomes and strengthen trust
High Performing Teams Skills	<ul style="list-style-type: none"> • Build strong stakeholder relationships internally and externally • Provide guidance and support to more junior team members and project contributors • Actively seek diverse perspectives and work collaboratively to solve problems • Show sound judgement, initiative and calm under pressure
Commercial Acumen	<ul style="list-style-type: none"> • Plan and coordinate engagement activity to deliver value for KiwiRail • Consider commercial, reputational and customer implications when making recommendations • Use customer and competitor insights to inform engagement activity and communications priorities
Communications	<ul style="list-style-type: none"> • Develop and deliver clear customer and stakeholder communications with consistent rhythm, tone and messaging • Lead Interislander business-hours (and if required, outside of business hours) communications for disruptions, operational updates and key issues, working closely with operational teams and the Communications team • Create communications content and assets across channels, ensuring alignment with brand standards • Identify proactive storytelling opportunities and support internal communications where needed
Customer Events and Engagement	<ul style="list-style-type: none"> • Plan and deliver events, roadshows and engagement initiatives that strengthen customer relationships and support commercial outcomes • Represent KiwiRail and Interislander professionally at events and stakeholder engagements

Decision Making

The position is accountable for key decisions relating to customer engagement initiatives and events, particularly regarding Interislander Freight (CV).

Key decision-making requirements of the position include:

- Customer and Interislander priorities and delivery approach
- Recommended engagement initiatives and event participation aligned to the overarching Freight Customer Engagement Strategy.
- Content, channels and timing for customer and stakeholder engagement

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

Physical demands and the nature of work

This role is a blend of administration, communications support and event delivery 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 or travelling for events
- lifting and carrying of event or promotional equipment as required
- domestic travel and occasional out-of-hours support as required for events or communications activity

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 skilled in creating impactful customer and stakeholder engagements across channels, including operational updates, articles, online content, direct communications and presentations
- You have strong experience in customer engagement, communications and event delivery in a fast-paced environment
- You have experience supporting issues, disruption or change communications with sound judgement and calm execution
- You are confident working with operational, commercial and communications teams and building relationships with a wide range of stakeholders
- You will have 5+ years of relevant overall experience

Ways of working / Work-related qualities

- You make good decisions, exercise sound judgement and are politically aware
- You can work collaboratively across multiple teams and disciplines
- You're flexible, practical and able to respond calmly under pressure

Other Requirements

- You can pass regular drug and alcohol screenings
- You have a current and valid NZ Driver's Licence
- You are able to travel domestically

Qualifications

You need:

- A relevant degree in Marketing, Communications, Journalism, Commerce/Business or a related field, or equivalent proven experience

**CREATING
STRONGER
CONNECTIONS**

The KiwiRail logo is displayed on an orange background. It consists of the word "KiwiRail" in a bold, black, sans-serif font, followed by a stylized graphic of a kiwi bird's tail feathers.