



Design and Analysis Lead

Wellington or Auckland

Team:	Architecture and Analysis	Location:	Wellington or Auckland
Reports to:	Head of Architecture and Analysis	Job family:	ICT
Role Type:	Service Design / Business Analysis		

About Us

KiwiRail's Role in Aotearoa, New Zealand

KiwiRail delivers sustainable and inclusive growth for our customers, our communities and our people.

For more than 150 years, rail in New Zealand has connected communities, delivered goods and people around the country and showcased our spectacular scenery to the world. Our purpose 'Stronger Connections, Better New Zealand,' speaks to connected people, networks, journeys, experiences, and ways of working that move KiwiRail, the transport sector and New Zealand forward.

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.



Health, safety and wellbeing is our number one priority. Good safety is good business

About the Role

Purpose of the role

KiwiRail has a bold ambition to grow by winning customer loyalty and we know that we need to continue to work hard at being easier to do business with, improving our service performance, having consistent asset reliability and delivering for customers at a competitive price to achieve our ambition. As stewards of strategic insight and organisational transformation, our Business Analysis team stands at the critical intersection of innovation, complexity, and strategic execution. We operate within a dynamic ecosystem characterised by multifaceted challenges—constantly changing business requirements, navigating an intricate stakeholder landscape, responding to relentless technological disruption, driving meaningful organisational change, ensuring strategic coherence in realising tangible business value, untangling complex operational processes, and mastering the nuanced realm of data-driven decision-making.

As Design and Analysis Lead you lead the Design and Analysis Practice and are critical to transforming our organisation's approach to understanding and delivering strategic business capabilities across our diverse Transport Services ecosystem. Operating within a complex environment spanning different areas of our business, this role will be instrumental in elevating our Business Analysis maturity from tactical, fragmented practices to a sophisticated, integrated Service Design approach. The Practice Lead will drive the evolution of our business analysis and design capabilities, establishing consistent methodologies, building organisational capability, and creating a structured framework that enables more holistic, customer-centric solutions. By implementing robust design and analysis practices, standardising approach, and introducing advanced service design principles and techniques, this role will help break down siloed thinking, improve cross-functional collaboration, and enhance our ability to develop innovative, integrated solutions that meet the dynamic and interconnected needs of our business.

Key Accountabilities

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

- **Strategic Design and Development:** Lead and translate high-level organisational strategy into actionable design and analysis frameworks. Develop a comprehensive practice improvement plan that creates and maintains a forward-looking practice vision that anticipates emerging business needs.
- **Service Design and Customer Experience** - Lead service design initiatives that align operational capabilities with customer expectations and transition to the implementation teams. Develop Service Blueprints and mapping out end-to-end service process to identify opportunities for improvement and ensure a seamless user experience. Develop customer journey mapping and experience optimisation strategies. Create personas and design thinking frameworks to enhance service delivery and Implement Human-centric design principles across organisational services.
- **Advanced System Analysis:** Conduct in-depth analysis of functional and non-functional requirements for new software and applications. Collaborate with senior department heads to identify and address people, process, technology, data and information needs, ensuring alignment with organisational objectives.
- **Storytelling and Stakeholder Communication** - Develop compelling narrative frameworks for complex business transformations, create executive-level presentations that translate technical insights into strategic narratives, Design communication strategies that engage and influence diverse stakeholder groups, conduct stakeholder workshops, assist with building persuasive business cases that articulate value proposition and strategic intent.
- **Strategic Collaboration:** Work closely with IT and business teams to understand current needs and anticipate future requirements. Foster a culture of collaboration and continuous improvement to drive innovation and efficiency in data management practices.
- **Thought Leadership and Innovation:** Stay abreast of industry trends and emerging technologies. Provide thought leadership and drive innovation in Design and Analysis to maintain a competitive edge.
- **Mentorship and Development:** Mentor and guide your team members, fostering their professional growth and development. Promote a culture of learning and knowledge sharing within the team.

Key challenges

- Managing and analysing complex and sensitive issues
- Managing constantly changing needs of the business
- Managing multiple project engagements simultaneously
- Maintaining human-centric approaches amid rapid technology change
- Facilitating the engagement and input of a wide range of stakeholders and managing expectations

Key Relationships Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Internal	Head of Architecture and Analysis		✓	✓	✓
	Business Analysis Team	✓		✓	
	Architecture Team			✓	✓
	Scrum and Project Managers			✓	✓
	Transformation Office			✓	✓
	Development and Engineering Teams			✓	
	Executive Sponsors and Business Stakeholders		✓	✓	✓
	ICT SLT Team				✓
External	Industry Peers + 3 rd Party Suppliers and Vendors			✓	

What you will do to contribute

Health Safety and Wellbeing

- Analyse workplace risks and develop mitigation strategies
- 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
- 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

- Maintain transparent and open communication
- Support a collaborative decision-making process within the organisation
- 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

- 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

Project Governance

- Follow governance frameworks and systems
- Identify and address governance issues early
- Monitor and review performance regularly

Risk Management

- Choose and adapt appropriate risk management frameworks
 - Identify and forecast risks, issues, and opportunities in projects
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Decision Making

The position is accountable for project resourcing, planning and scheduling decision in relation to the Business Analysis Team and advice to project team members and relevant stakeholders.

Human Resources Delegations	People Leader
Direct reports	3-5
Finance Delegations	None
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

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

- 10+ years of experience as a Service Design Lead or a Business Analysis Practice Lead with demonstrated track record of successful projects.
- Team leadership or management experience, particularly in service design, business analysis or related fields.
- Hands-on experience in service design projects including developing service blueprints, showcasing the ability to improve customer experiences and operational efficiency.
- Proven ability to develop and implement strategic communication plans that support business goals.
- Proven track record of driving innovation within the business analysis and service design practice, leveraging new tools and methodologies.
- Proficiency in requirements elicitation, customer journey mapping, process modelling, and data analysis tools.
- Exceptional communication and leadership skills, with the ability to influence and engage stakeholders at all levels of the organisation, fostering a culture of collaboration and continuous improvement.

Ways of working / Work-related qualities

- You lead your team to identify and address safety hazards, demonstrating care for their wellbeing
- You seek out diverse perspectives and incorporate them into your decision-making process
- You take ownership of team deliverables, team goals, pushing for high standards and fostering a results-driven environment
- You promote collaboration within the team, ensuring everyone contributes and is supported
- You focus your team on delivering high-quality service, ensuring customer needs are met
- You are transparent and open in your communications and communicate well at all levels
- You make good decisions and are politically aware
- You're flexible and pragmatic
- You focus on customers' needs
- You have a commercial mindset

Other Requirements

KiwiRail uses Skills Framework for the Information Age (SFIA 8) to describe the skills required for roles within ICT. The skill level descriptions provide a detailed definition of what it means to practice the skill at each level of competency. You will need to demonstrate the following skills at the level listed. You can find detailed description of the skills and levels here: [SFIA 8 Skills List](#).

- Consultancy (Level 6)
- Demand management (Level 5)
- Business Modelling (Level 5)
- User experience design (Level 5)
- Stakeholder Relationship Management (Level 5)
- Business process improvement (Level 5)
- Feasibility Assessment (Level 5)
- Business Situation Analysis (Level 5)
- Performance Management (Level 5)
- Professional development (Level 5)
- Resourcing (Level 4)

- Knowledge Management (Level 3)

Qualifications

- Bachelor's degree in computer science, information systems, digital media, design, design innovation or related field (master's degree preferred)
- Professional certifications in Service Design preferred

**CREATING
STRONGER
CONNECTIONS**

KiwiRail 