



Design Associate

Position Description

Team:	Passenger Marketing	Location:	N/A
Reports to:	Content, Media & Influencer Marketing 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 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

As a Design Associate, you will play a key role in creating visually engaging and on-brand designs for KiwiRail's marketing and trade activities. You will work closely with cross-functional teams to produce high-quality design materials that support marketing campaigns, promotional activities, and operational needs. Your ability to maintain brand consistency across digital and print collateral will ensure that KiwiRail's visual identity is cohesive and impactful.

Key Accountabilities

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

- Design trade and marketing materials, creating visually engaging materials for campaigns and activities, including brochures, flyers, banners, and posters.
- Create collateral such as menus, colouring books, signage, partnership, and sponsorship materials, ensuring that all items align with KiwiRail's brand identity.
- Design retail agent tour brochures that clearly communicate product offerings and enhance the customer experience.
- Design agent rates cards, ensuring clarity, accuracy, and consistency with the brand's visual standards.
- Ensure brand consistency by ensuring that all designs adhere to the brand's guidelines, maintaining a consistent visual identity across all materials.
- Create graphics for social media platforms to enhance engagement and drive conversions, tailoring content to specific platforms and audience needs.
- Design infographics and operational collateral to help simplify complex information and improve internal and external communications.
- Design product packaging that is both functional and visually appealing, adhering to brand standards and contributing to a positive customer experience.
- Design digital and print advertisements, ensuring they are visually compelling, on-brand, and aligned with marketing objectives.
- Design presentations for internal or external stakeholders, ensuring clear, effective communication through visually appealing slides and layouts.
- Create mock-ups or prototypes for digital and print projects to help illustrate concepts and ensure alignment with project goals before final production.

Key Challenges

- Balancing creative freedom with the need to adhere to strict brand guidelines and visual identity standards.
- Managing multiple design projects simultaneously while ensuring deadlines are met and high-quality work is maintained.
- Working closely with cross-functional teams to ensure that designs meet the specific needs of each marketing campaign or operational requirement.
- Constantly evolving the design approach to keep up with trends and ensure KiwiRail's marketing materials remain fresh and engaging.

Key Relationships Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
	Sales / Trade Team Passenger		x	x	x
	Brand Strategy Team C&G		x	x	x
	Product development team Passenger				
	Revenue team Passenger				x
	Crew & onboard Experience GJNZ & commuter		x	x	x
	Fleet operations GJNZ & commuter		x	x	x
	IIL Crew Operations		x	x	x
	IIL Fleet Operations			x	x
	Kiwirail Communications Team			x	x
External	Tourism Industry partners: TIA, TNZ, RTOs, etc			x	x
	Technical stakeholders			x	x

What you will do to contribute

Health Safety and Wellbeing	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Support a customer-focused culture at KiwiRail 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	<ul style="list-style-type: none"> Build a supportive and cooperative team environment Actively seek diverse perspectives in problem-solving Identify opportunities for coaching and mentoring
Commercial Acumen	<ul style="list-style-type: none"> Work within budget constraints to produce high-quality design materials. Prioritise design tasks to meet campaign deadlines and ensure cost-efficient use of resources.
	<ul style="list-style-type: none">



Decision Making

- Design skills & creativity
- Technical proficiency
- Portfolio quality
- Collaboration & communication
- Deliver to brief and time management

Human Resources Delegations	Nil
Direct reports	Nil
Finance Delegations	Nil Nil Capex
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

- You have a strong background in graphic design, with a portfolio that demonstrates your ability to create visually engaging materials across both digital and print mediums.
- You are proficient in design software such as Adobe Creative Suite (Illustrator, Photoshop, InDesign) and have experience with design for social media, print, and digital platforms.
- You have an understanding of brand guidelines and the importance of maintaining consistency in visual identity.
- You have experience in designing marketing materials, including brochures, signage, packaging, and advertisements.

Ways of working / Work-related qualities

- You are highly organised and able to manage multiple design projects at once, maintaining a high standard of work while meeting deadlines.
- You have strong communication skills, able to collaborate effectively with marketing, brand, and other teams.
- You are creative, with an eye for detail and a passion for producing innovative design solutions.
- You are flexible and able to adapt your design style to meet different project requirements, ensuring it aligns with KiwiRail's goals and branding.

Other Requirements

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

Qualifications

- A qualification in graphic design, visual communication, or a related field.
- Or equivalent experience in graphic design, with a strong portfolio demonstrating your design skills and understanding of branding.