

**JOB ADVERTISEMENT – SALES & BUSINESS ANALYST**

**JOB TITLE:** Sales & Business Analyst  
**DEPARTMENT:** Commercial  
**SECTION:** Global Sales  
**UNIT:** Global Sales  
**LOCATION:** Kigali International Airport

**1. Job Purpose**

The Sales and Business Analyst will work with the Senior Manager of Global Sales Support, the Director of Global Sales Operations, and the Chief Commercial Officer to support the sales and marketing activities across the network.

The candidate will drive and ensure the proper implementation of Sales strategies and plans in the market. Efficiently manage and coordinate pricing and sales-related processes in designated markets to maximise POS revenue. Monitor the assigned countries' performance and routes to develop and supply valuable Management information to the assigned Area. Conduct strategic development research in the Area for future opportunities and growth.

**2. Key Duties & Responsibilities;**

- Implements and manages reports from current data tools and other databases, ensuring Senior Commercial Management has access to key data and information required to reinforce commercial performance across the network.
- Uses available data from various sources to evaluate performance against sales objectives.
- Performs periodic comparative analysis between target, actual and previous year performances at multiple levels.
- Regularly do competitive analysis with major competitors at multiple levels.
- Performs general data and business/market trend analysis periodically.
- Performs marketing analysis in regard to schedule and network, pricing, visibility, communication, and sales channels.
- Regularly does market segmentation and price differentiation analysis at multiple levels.
- Collects, consolidates and generates periodic sales forecasts and reports regularly.
- Proactively analyses sales data and generates reports on key findings.
- Develops presentations that analyse sales and marketing activities and achievements of the Salesforce.
- Assist in forecasting and optimising sales across the network; plan, research, and implement best practices regarding performance setting, sales, and market analysis.
- Develops daily, weekly and monthly reports and analysis of sales including, but not limited to, reporting on sales and marketing results, key metrics and KPIs, campaign tracking and analysis, and ad hoc strategic analysis.



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- Monitors the accuracy and efficient distribution of sales reports and external intelligence essential to the sales organisation. Recommends revisions to existing reports or assists in the development of new reporting tools as needed.
- Any other duties assigned by direct supervisors.

**4. Desired Profile: Required education, Experience, and Abilities;**

- A bachelor's degree in a relevant field such as Statistics, business, finance, economics, information technology, or a related discipline.
- Minimum of four (4) years of experience in a related field like Banking, Insurance, Telecommunication, etc.
- Knowledge of Revenue Management and Pricing principles is an added advantage.
- Ticketing and Sales background is an added advantage
- Computer literacy skills
- Fluent in English with knowledge of French is an added advantage
- Market Intelligence & Reporting tools knowledge.

**5. How to Apply:**

- An application letter addressed to the Chief HR & Administration Officer;
- Recent Curriculum Vitae.
- A photocopy of the Passport/National ID
- Copies of Degree/Diploma certificates
- Copies of relevant certificates
- Three referees

The deadline for submitting application documents (**Only PDF Format**) is **July 12, 2024**. Please apply via the link: <https://erecruitment.rwandair.com/>

**NB: Only shortlisted candidates will be contacted.**