

**JOB ADVERTISEMENT – SALES EXECUTIVE**

**JOB TITLE:** Sales Executive  
**DEPARTMENT:** Commercial  
**SECTION:** Global Sales  
**DUTY STATION:** Kigali, Rwanda

**Job Purpose**

The Sales Executive is responsible for driving the Airline's targets on sales, being accountable for the top line, and developing and maintaining an effective Airline commercial network.

**1. Key Duties and Responsibilities:**

- Develop and maintain a detailed and organized clientele database to support planning and tailor solutions to client needs.
- Prepare and implement efficient client visit schedules to optimize time and resources.
- Build and strengthen relationships with clients in the market, fostering loyalty and repeat business.
- Achieve and exceed sales targets aligned with the airline's profitability and growth objectives.
- Negotiate, prepare, and finalize contracts, incentives, and deals for key accounts to maximize revenue generation.
- Actively promote the airline's products and services to enhance brand visibility and generate sales.
- Conduct presentations and campaigns to increase awareness and highlight the benefits of the airline's offerings.
- Gather and analyse market intelligence to identify emerging trends, opportunities, and threats.
- Provide insights to maintain a competitive edge and align sales strategies with market demands.
- Prepare detailed sales reports to provide management with insights into performance metrics and trends.
- Continuously monitor and evaluate sales activities, ensuring alignment with corporate goals and objectives.

**2. Desired Profile: Required education, Experience, and Abilities:**

- Bachelor's degree in Business, Sales, Marketing, or a related field
- Minimum of two (2) years of experience in related areas like Banking, Insurance, Telecommunication, etc.
- Selling and negotiation skills
- Strong communication and interpersonal skills;
- Computer literate;
- Analytical influencing skills;
- Ability to work in a fast-paced and highly-growing business;
- Customer-focused approach and ability to learn and adapt to needs and changes quickly;
- An excellent command of the English language (written and verbal) is essential;



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**3. How to Apply:**

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

The deadline for submitting application documents (**Only PDF Format**) is **February 02, 2024**. Please apply via the link: <https://erecruitment.rwandair.com/>