

JOB ADVERTISEMENT – CARGO SALES EXECUTIVE (Nationals)

JOB TITLE: Cargo Sales Executive
DEPARTMENT: Cargo Services
DUTY STATION: Kigali, Rwanda

Job Purpose

The Cargo Sales Executive is responsible for generating cargo sales, developing and maintaining customer relationships, and achieving sales targets. This role involves identifying new business opportunities, managing customer accounts, and collaborating with various departments to ensure the efficient delivery of cargo services.

1. Key Duties and Responsibilities:

a) Sales Generation:

- **Prospecting:** Identify and pursue new sales opportunities through direct sales calls, networking, and marketing initiatives.
- **Sales Presentations:** Conduct sales presentations to potential clients, highlighting the benefits and features of the airline's cargo services.
- **Rate Negotiation:** Negotiate rates and contracts with customers to secure bookings while ensuring profitability.
- **Sales Targets:** Meet or exceed monthly and annual sales targets set by the Cargo Sales Manager.
- **Lead Generation:** Develop and maintain a pipeline of potential customers and follow up on leads to convert them into sales.
- **Sales Forecasting:** Develop accurate sales forecasts to assist in budgeting and planning.
- **Proposal Development:** Prepare and present detailed proposals and quotations to potential clients.

a) Customer Relationship Management:

- **Account Management:** Manage a portfolio of key accounts, ensuring high levels of customer satisfaction and loyalty.
- **Customer Visits:** Regularly visit existing and potential customers to build and maintain strong relationships.
- **Customer Support:** Provide prompt and professional support to customers, addressing inquiries, resolving issues, and ensuring their needs are met.
- **Feedback Collection:** Gather feedback from customers to identify areas for improvement and enhance service quality.
- **Contract Management:** Oversee the negotiation, execution, and renewal of customer contracts.
- **Customer Retention:** Implement strategies to retain customers and reduce churn.
- **Customer Onboarding:** Facilitate the onboarding process for new customers, ensuring a smooth transition.

b) Market Analysis:

- **Market Research:** Conduct market research to understand industry trends, competitor activities, and customer needs.



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- **Data Analysis:** Analyze sales data and market trends to identify opportunities for growth and improvement.
 - **Strategy Development:** Develop and implement sales strategies based on market analysis and company objectives.
 - **Competitive Analysis:** Monitor and report on competitor activities and market positioning.
 - **Market Segmentation:** Identify and target specific market segments to optimize sales efforts.
- c) **Collaboration and Coordination:**
- **Internal Coordination:** Work closely with other departments, such as operations, finance, and customer service, to ensure seamless service delivery.
 - **Cross-functional Collaboration:** Coordinate with warehouse and ground handling teams to ensure efficient loading and unloading of cargo.
 - **Partner Engagement:** Collaborate with external partners, such as freight forwarders and logistics providers, to enhance service offerings and customer satisfaction.
 - **Internal Communication:** Facilitate effective communication between sales, operations, and customer service teams to ensure alignment and efficiency.
 - **Project Management:** Lead and participate in cross-functional projects aimed at improving service delivery and customer satisfaction.
- d) **Performance Monitoring and Reporting:**
- **KPI Tracking:** Monitor key performance indicators (KPIs) related to sales activities, customer satisfaction, and revenue generation.
 - **Performance Analysis:** Analyze performance data to identify trends, opportunities, and areas for improvement.
 - **Reporting:** Prepare regular reports on sales activities, customer feedback, and operational performance for management review.
 - **Feedback Implementation:** Implement corrective actions based on performance analysis to improve processes and service delivery.
- e) **Marketing and Promotion:**
- **Marketing Campaigns:** Support marketing initiatives and promotional campaigns to increase brand awareness and attract new customers.
 - **Product Promotion:** Promote new and existing cargo products and services to customers to drive sales.
 - **Event Participation:** Represent the airline at industry events, trade shows, and customer meetings to generate leads and strengthen relationships.
 - **Promotional Materials:** Assist in the development of marketing materials and sales collateral.
 - **Brand Representation:** Act as a brand ambassador for the airline, ensuring a positive and professional image is conveyed at all times.



f) Continuous Improvement:

- **Process Optimization:** Identify opportunities to improve sales processes for greater efficiency and effectiveness.
- **Training and Development:** Participate in training programs to enhance knowledge and skills related to cargo sales.
- **Best Practices:** Implement best practices and industry standards to ensure high-quality service delivery.
- **Technology Utilization:** Leverage technology to enhance sales processes, improve customer interactions, and streamline operations.
- **Innovation:** Propose innovative solutions to improve cargo sales strategies and customer service.

g) Administrative Duties:

- **Documentation Management:** Prepare and manage all necessary documentation related to sales contracts, agreements, and customer communications.
- **Compliance:** Ensure compliance with relevant industry regulations, airline policies, and safety standards.
- **Record Keeping:** Maintain accurate and up-to-date records of all sales activities, customer interactions, and revenue generation.
- **Budget Management:** Assist in the development and management of the sales budget.
- **Expense Reporting:** Track and report on sales-related expenses.

h) Crisis Management:

- **Contingency Planning:** Develop and implement contingency plans to handle disruptions and emergencies in cargo operations.
- **Customer Communication:** Communicate effectively with customers during crises, providing timely updates and resolving issues promptly.
- **Crisis Resolution:** Work with internal teams to quickly resolve crises and minimize impact on customers.

i) Quality Assurance:

- **Service Quality:** Ensure that all services provided meet the airline's quality standards and customer expectations.
- **Compliance Audits:** Participate in regular audits to ensure compliance with internal policies and industry regulations.
- **Customer Satisfaction:** Conduct surveys, gather feedback to measure customer satisfaction, and implement improvements.
- **Performance Reviews:** Conduct regular performance reviews to assess the effectiveness of sales strategies and customer service initiatives.

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

- Bachelor's degree in Business Administration, Management, Marketing, Logistics, statistics, or any quantitative related field.
- Fresh sharp minded University graduates with good expression skills.



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- Experience in the airline or logistics industry is an added advantage.
- Strong skills in closing deals, securing contracts, and upselling services.
- Understanding industry trends, competitor strategies, and demand fluctuations.
- Strong self-expression skills
- Excellent communication skills
- Fluency in **English or French** is required, and proficiency in **Swahili** would be a valuable addition.
- Ability to work independently and manage multiple clients and tasks effectively.
- Strong organizational and time management skills.

Work Environment

- Primarily office-based, with regular travel to meet clients and attend industry events.
- Ability to work flexible hours, including occasional weekends and holidays, based on client needs and operational demands.

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 in PDF format**) is **April 04, 2025**. Please apply via the link: <https://erecruitment.rwandair.com/>