

RwandAir Ltd is the flag carrier airline of Rwanda. It operates domestic and international services to East Africa, Central Africa, West Africa, Southern Africa, Europe and the Middle East from its main base at Kigali International Airport. Our mission is to provide unsurpassed, safe, and reliable services in air transportation, including strategically linking Rwanda with the outside world while ensuring a fair return on investment. As part of the expansion strategy, we are looking for interested, qualified, and competent candidates to fill the following position:

At RwandAir, we're not just flying, we're reimagining what it means to be Africa's most customer-loved airline. As we accelerate our transformation objectives, we're looking for a visionary leader to take our brand and customer experience to cruising altitudes and beyond.

This is your runway to make a mark across every moment of the customer journey from our digital ads to our inflight meals, and everything in between.

Job Title: Head, Corporate Brand & Products
Reports to: Chief Commercial Officer
Department: Commercial
Location: Kigali International Airport

Job Purpose

The Head of Corporate Brand & Products will be responsible for shaping and executing RwandAir's branding strategy, ensuring brand consistency across all touchpoints, and leading the development of premium in-flight products. This role drives the airline's brand identity, elevates passenger experience, and creates innovative in-flight service offerings. This role requires a strategic leader with a deep understanding of aviation branding, passenger experience, and product innovation to position the airline as a preferred choice in the market.

As Head of Brand and Products, you will lead a dynamic portfolio spanning:

- Marketing and Brand Strategy
- Communications and PR
- Loyalty and Customer Engagement
- Catering Services & Inflight Products

Your role is to unify these critical levers into one seamless, memorable, and competitive customer experience, driving both love for the brand and growth for the business.

1. Key Duties and Responsibilities:

- Oversee the brand's strategy, ensuring consistency and alignment with company objectives.
- Develop and implement a compelling brand strategy that reflects RwandAir's vision and market positioning.
- Ensure brand consistency across all internal and external communications, marketing materials, and customer interactions.
- Oversee the enhancement of corporate identity, visual aesthetics, and storytelling to enhance brand perception.
- Examine market movements and competitors' actions to pinpoint strengths and challenges.
- Guide diverse teams in carrying out brand and product-related transformation projects.



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- Lead digital branding efforts, including website design, social media engagement, and content strategy.
- Own and evolve RwandAir's end-to-end customer promise across touchpoints.
- Define and activate a bold brand vision through award-worthy campaigns, digital content, and storytelling.
- Elevate inflight dining and onboard product design to international standards.
- Reimagine loyalty and CRM strategies to deepen passenger engagement.
- Champion a customer-first mindset across teams backed by insight, innovation, and cross-functional collaboration.
- Represent the brand at the most senior levels, both internally and externally.
- Perform other department duties related to his/her position as directed by the Head of the Department.

2. Desired Profile

a. Minimum Standard Qualifications;

You're not just a brand or product leader: you're a customer evangelist. A creative strategist with astute commercial acumen. A builder and transformer who can move from concept to cockpit, from boardroom to billboard.

- A Bachelor's or Master's degree in Marketing, Business Administration, Hospitality, or a related field.
- 10+ years of experience in branding, product development, or customer experience roles, preferably in aviation, hospitality, or luxury industries.
- Proven track record of leading brand transformation and in-flight product innovation.
- Strong understanding of airline customer experience trends, premium service design, and digital engagement.
- Experience in vendor negotiations, contract management, and budget oversight.
- Experience working with a regional or growing airline is a strong advantage.
- Expertise in digital branding, social media engagement, and content strategy.
- Ability to work in a fast-paced, evolving airline environment and drive strategic initiatives.

b. Other Desired Competencies & Skills;

- Proven success in managing multi-disciplinary teams across marketing, communications, loyalty, or inflight services.
- Proven ability to balance creativity with commercial impact.
- Lead high-performing teams and inspire cross-functional collaboration.
- Thrive in transformation, navigating ambiguity, change, and complexity with focus and optimism.
- A genuine passion for transforming customer experiences and building brands that connect.
- Proven success in brand building, media relations, crisis communication, and content marketing.
- Leadership presence is confident, credible, and collaborative.
- Strong mentoring and coaching skills.
- Managerial skills: Ability to delegate work, set clear direction, and manage workflow. Strong mentoring and coaching skills. Ability to train and develop subordinates' skills. Ability to foster teamwork among team members.
- Excellent command of the English language.

3. How to Apply:

- An application letter addressed to the Chief HR & Administration Officer;
- Recent Curriculum Vitae;
- Copies of Notarised Degree/Diploma certificates
- Relevant certificates, including Certificate of Services, where applicable;



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- Copies of academic papers;
- A photocopy of the Passport/National ID;
- Three referees

The deadline for submitting application documents (**Only in PDF Format**) is **June 20, 2025**. Please apply via the link: <https://erecruitment.rwandair.com/>