

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:

RwandAir is taking off on a bold new journey, and we're looking for a dynamic, creative, and strategic leader to shape the voice and vibe of our brand.

As our Senior Manager, Brand and Communications, you won't just manage a department, you'll orchestrate a transformation. This role is at the heart of our ambitious transformation strategy, as we evolve into a truly competitive, customer-obsessed African airline with global aspirations.

Job Title: Senior Manager, Brand & Communications
Reports to: Head, Corporate Brand & Products
Department: Commercial
Location: Kigali International Airport

Job Purpose

The Senior Manager, Brand and Communications is responsible for leading and executing RwandAir's brand, marketing, communications, public relations, and loyalty strategies to enhance customer engagement, brand positioning, and corporate reputation. This role ensures a consistent and compelling brand narrative across all touchpoints while driving initiatives that strengthen customer loyalty and market presence.

You're not just a communicator; you're a brand architect, a people leader, and a strategic thinker with the energy to lead change.

1. Key Duties and Responsibilities:

- Define and implement a unified strategy for brand, marketing, communications, and loyalty that supports RwandAir's business and growth objectives.
- Establish and reinforce brand governance structures, marketing processes, and performance tracking systems that enable agility, efficiency, and accountability. Act as a key liaison across departments (e.g., Commercial, Digital, Product, Loyalty) to ensure the brand and marketing function adapts effectively to organizational changes.
- Drive advertising, sponsorships, and partnerships to maximize brand visibility and commercial impact.
- Lead the creation of bold brand narratives and integrated campaigns that inspire pride and loyalty.
- Drive strategic communications and public relations that shape how the world sees RwandAir.
- Strengthen customer engagement through digital storytelling, press relations, influencer partnerships, and content strategy.
- Bring data, insight, and creativity together to amplify our reach and impact locally and globally.
- Collaborate with internal teams and external agencies to create high-impact campaigns that align with the airline's transformation objectives.



RwandAir
Fly the dream of Africa

- Ensure brand consistency across all communication channels, customer touchpoints, and marketing materials.
- Manage external agencies, media partners, and corporate sponsors to amplify brand impact.
- Perform other department duties related to his/her position as directed by the Head of the Department.

2. Desired Profile

a. Minimum Standard Qualifications;

- A Bachelor's degree in Marketing, Communications, Public Relations, Business, or a related field.
- 8+ years of job-related experience in brand management, marketing, corporate communications, or loyalty programs, preferably in the aviation, travel, or hospitality industry.
- Strong expertise in integrated marketing, media relations, and customer engagement strategies.
- Proven ability to lead high-impact initiatives in an organisation undergoing transformation and expansion.
- Knowledge of digital marketing, customer loyalty trends, and crisis communication.
- Ability to work in a fast-paced, evolving airline environment and drive strategic initiatives.

b. Other Desired Competencies & Skills;

- Proven ability to think globally but act locally, balancing brand consistency with cultural relevance.
- Lead high-performing teams and inspire cross-functional collaboration.
- Thrive in transformation, navigating ambiguity, change, and complexity with focus and optimism.
- Represent the brand with flair, whether with media, partners, or C-suite executives.
- Proven success in brand building, media relations, crisis communication, and content marketing.
- Leadership presence: 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;
- 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/>