

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:

Are you a brand architect, strategic marketer, and creative leader? Do you excel at transforming brand vision into market impact? Ready to shape how the world experiences Africa's fastest-growing airline? This is your chance to lead and amplify the RwandAir brand globally.

Job Title: Manager, Brand and Marketing
Reports to: Senior Manager Brand and Communications
Department: Commercial
Duty Station: Kigali International Airport (KIA)

Job Purpose

The Manager, Brand and Marketing is responsible for managing and promoting the RwandAir brand across all touchpoints to ensure consistent brand positioning, market visibility, and customer engagement. This role leads the development and execution of marketing campaigns, manages brand assets, and oversees advertising, sponsorship, and media buying strategies to support RwandAir's business growth, market share, and brand equity objectives.

You will play a pivotal role in translating business objectives into compelling brand narratives and marketing initiatives that enhance brand equity, support revenue growth, and expand market share. This is a high-impact leadership role for a results-oriented marketing professional with a passion for innovation, storytelling, and brand-building in a dynamic, fast-paced environment.

1. Key Duties and Responsibilities:

I. Strategic

- Develop and oversee the execution of integrated brand and marketing strategies that enhance RwandAir's positioning and market presence.
- Ensure consistent and compelling expression of the RwandAir brand across customer, partner, and employee touchpoints—adapting brand messaging, visual identity, and tone to reflect the airline's transformation journey, growth ambitions, and competitive positioning in the market.
- Plan and execute data-driven, multi-channel marketing campaigns (digital, ATL, BTL) that support revenue growth, route expansion, product launches, and customer engagement.
- Ensure alignment with commercial priorities and transformation themes such as modernisation, customer centricity, and service excellence.
- Lead brand and marketing transformation projects.

II. Operational

a. Brand Management

- Ensure consistent application of the RwandAir brand across all internal and external communications, products, and customer touchpoints.
- Guard and evolve the visual identity, tone of voice, and overall brand expression in line with the company's values and positioning.

- Develop and implement brand guidelines and provide training/support to internal stakeholders and external partners.
- b. Marketing Strategy and Execution**
- Develop and implement marketing strategies and campaigns to support passenger growth, new route launches, loyalty programs, and promotional activities.
 - Manage above-the-line (ATL), below-the-line (BTL), and digital marketing campaigns in collaboration with media, creative, and digital agencies.
 - Plan and oversee local and international marketing activities in alignment with commercial and corporate priorities.
- c. Advertising and Media Management**
- Plan, negotiate, and manage advertising and media buys across offline and online channels to optimise visibility and return on investment.
 - Track and analyse campaign performance, making data-driven decisions to refine strategies and improve outcomes.
 - Ensure campaigns are delivered on time, on budget, and in line with RwandAir's image and voice.
- d. Market Research & Insights**
- Commission and analyse market research and customer insight studies to inform branding and marketing strategies.
 - Monitor competitor activity, industry trends, and market dynamics to ensure relevance and differentiation of the RwandAir brand.
 - Translate insights into actionable marketing and brand initiatives.
- e. Content and Creative Development**
- Identify and manage strategic brand partnerships and sponsorship opportunities that align with RwandAir's values and marketing objectives.
 - Evaluate sponsorship proposals, ensuring alignment with brand goals and measurable outcomes.
- f. Sponsorship and Partnerships**
- Identify and manage strategic brand partnerships and sponsorship opportunities that align with RwandAir's values and marketing objectives.
 - Evaluate sponsorship proposals, ensuring alignment with brand goals and measurable outcomes.
 - Perform other department duties related to his/her position as directed by the Head of the Division.
- g. Stakeholder Engagement and Collaboration**
- Work closely with Commercial, Digital, Loyalty, and Inflight Services teams to align marketing activities with commercial goals and customer experience enhancements.
 - Liaise with station and regional teams to localise and execute marketing initiatives effectively.
- h. Management & Leadership**
- Establish the department or teams' objectives and priorities to align with and support business objectives.

- Regularly evaluate the department or teams' objectives, plans, procedures and practices, and make appropriate changes if needed.
- Oversee and supervise employees. Direct daily activities, recruit, train, develop and discipline to ensure a high standard of service delivery.
- Train and develop other employees to ensure succession planning is in place.
- Commit to and contribute to the development of Rwandan National talent by coaching the Rwandan National development team and preparing them for a career with boundless potential.

2. Desired Profile

a) Qualifications and Experience:

Bachelor's degree in Marketing, Communications, Business Administration, or a related field or Equivalent with a Minimum of 8 years of job-related experience. A professional certification (e.g. CIM) is an advantage.

Essential

- 8+ years of experience in marketing, brand management, or communications, preferably in the aviation, travel, or FMCG sectors, with at least 2 years in a management position.
- Demonstrated experience managing integrated marketing campaigns, media planning, and working with creative and digital agencies.
- Strong understanding of brand strategy, customer engagement, and market research methodologies.
- Excellent analytical, problem-solving, and presentation skills.
- Experience in managing cross-functional teams and projects in a fast-paced environment.
- Proficiency in marketing tools and platforms (e.g., Google Analytics, Meta Ads, CRM tools).

b) Job-Specific Skills:

Essential

- Creative thinking and innovation.
- Strategic marketing planning and brand development
- Excellent command of English in both written and verbal communication skills.
- Curiosity - Actively interested in what's going on with a questioning attitude and willingness to learn, continually looking for ways to work better individually and collectively.
- Decisive Thinker - Able to quickly analyse and understand data and information and arrive at robust, defensible views. Apply any information, insights and knowledge in a structured way and propose practical options based on the best available evidence.
- Skilled Influencer - Able to influence people at all levels within and beyond the organisation, create partnerships, win commitment, consensus and support through a strong interest in business and the factors that make a business a success, coupled with an interest in how people work.
- Collaborative - Ability to work collaboratively with multiple departments to drive service improvements.
- Courage to Challenge—Having the courage to challenge entrenched views at appropriate times when a distinctive point of view enriches the debate.
- Role Model—Lead by example and act with integrity, impartiality, and independence. Aim to apply sound personal judgement in every situation.
- Personally Credible - Able to think things through rationally, apply sound judgement and use emotional intelligence to defend your decisions.
- 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.

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 **July 31, 2025**. Please apply via the link: <https://erecruitment.rwandair.com/>