

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 your thumbs faster than a 787 takeoff? Can you craft a viral reel before your coffee gets cold? RwandAir wants YOU. We're searching for a Digital and Social Media Specialist who lives and breathes content. This isn't your regular desk job — it's a chance to reshape Africa's flagship airline brand online, one scroll-stopping story at a time.

- Transform RwandAir's digital voice from "seen" to "loved" on Instagram, TikTok, Twitter (X), LinkedIn, Facebook, and other relevant social media platforms.
- Create content that makes people double tap, smile, dream, and BOOK.
- Turn insights into impact — track, tweak, and smash those engagement metrics.
- Collaborate with brand, comms, and cabin crew to turn everyday magic into trending moments.

Job Title: Digital & Social Media Specialist

Reports to: Manager, Communications

Department: Commercial

Duty Station: Kigali International Airport (KIA)

Job Purpose

You will be responsible for managing and enhancing RwandAir's digital presence, ensuring consistent and engaging communication across all online platforms. This role focuses on social media strategy, content creation, community management, and digital engagement, aligning with the airline's corporate communication and public relations goals. The ideal candidate is creative, data-driven, and passionate about leveraging digital channels to strengthen brand visibility and reputation.

1. Key Duties and Responsibilities:

- Develop and execute a comprehensive social media strategy to enhance RwandAir's brand presence and engagement.
- Manage RwandAir's official social media accounts (Facebook, Twitter, LinkedIn, Instagram, YouTube, TikTok, etc.), ensuring timely and relevant content.
- Monitor trends, industry updates, and competitor activity to optimise digital engagement.
- Create compelling written, visual, and video content for digital platforms, ensuring alignment with RwandAir's brand voice.
- Create compelling written, visual, and video content for digital platforms, ensuring alignment with RwandAir's brand voice.
- Collaborate with the Communications and PR Specialist and Line Manager to craft content that supports corporate messaging, campaigns, and public relations initiatives.
- Develop social media calendars and manage content scheduling for maximum audience impact.



RwandAir
Fly the dream of Africa

- Work with Customer Experience teams to address escalated complaints or PR-related concerns on digital channels.
- Assist in the planning and execution of digital marketing campaigns, including sponsored content, influencer partnerships, and social media ads.
- Analyze campaign performance metrics and provide insights for improvement.
- Ensure alignment of paid and organic social media activities with broader communication and branding objectives.
- Work closely with internal stakeholders (Marketing, Corporate Brand, and Customer Experience) to align digital messaging with overall business goals.
- Identify emerging digital trends and innovative content formats that can elevate RwandAir's digital presence.
- Collaborate with designers, videographers, and content creators to enhance digital storytelling
- Perform other duties as required by Head of Department.

2. Desired Profile

a. About You - Minimum Standard Qualifications;

- A Bachelor's Degree in Communications, Public Relations, Journalism, Digital Marketing or Equivalent with Minimum 3 years of job-related experience.
- 3+ years of experience in social media management, digital communications, or online brand engagement, preferably in aviation, travel, or hospitality.
- Experience with social media analytics tools (Google Analytics, Hootsuite, Sprout Social, Meta Business Suite, etc.).
- Exceptional writing, editing, and multimedia content creation skills.
-

b. About You - Other Desired Competencies & Skills;

- Working knowledge of English language.
- Customer orientation combined with ability to build relationships and effectively interact with diverse workforce.
- Attention to detail and professional attitude to work.
- Efficient organisation skills and time management.
- Excellent communication, planning and coordination skills.
- You're a social media addict.
- You know how to shoot, edit, caption, and post like a boss.
- You're on top of every trend before it hits the algorithm.
- You have the design eye of a creative and the data brain of a strategist.

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 **August 05, 2025**. Please apply via the link: <https://erecruitment.rwandair.com/>