

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:

JOB TITLE: Sales Manager
DEPARTMENT: Global Sales, Commercial
LOCATION: Zanzibar, Tanzania

Are you a growth-focused leader with a passion for sales and team success? Do you excel in fast-paced, high-performance environments where driving business growth and fostering lasting customer relationships are paramount? If so, we'd love you to join our Sales Team.

1. Job Purpose

To execute sales strategies and deliver revenue growth within a defined geography or customer portfolio. The Sales Manager acts as the frontline commercial representative of RwandAir, managing trade and corporate relationships, driving ticketed revenue, and ensuring consistent market engagement. The role requires strong interpersonal skills, commercial acumen, and disciplined execution.

As a Sales Manager, you will drive revenue growth, lead strategic sales initiatives, and enhance our market presence. This crucial role requires a results-driven leader prepared to improve performance and achieve commercial success.

2. Performance Metrics

- Achievement of monthly/quarterly sales and revenue targets.
- Growth of active account contribution and market share.
- Increased uptake of ancillaries, premium cabins, and group sales.
- Quality and timeliness of sales reporting and market intelligence.
- Effectiveness of trade engagement and agent relationship management.

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

- Bachelor's degree in Business Administration, Economics, Marketing, and Aviation Management.
- 5 years' experience in a senior position concerning business development, or account management (preferably within the airline, travel, tourism, or hospitality industries).
- Proven ability to meet or exceed revenue or sales targets.
- Strong interpersonal and relationship management skills with trade and corporate partners.
- Proficiency in MS Office (Excel, PowerPoint, Word).
- Fluency in English (spoken and written) and Swahili.
- Willingness to travel frequently within the assigned territory.

4. Added Advantages

- Master's degree (MBA or equivalent).



RwandAir

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- Prior experience in an airline commercial role with exposure to GDS, MIDT, or other distribution and reporting systems.
- Familiarity with airline pricing, ancillary sales, or NDC distribution.
- Experience representing an organisation at trade fairs, corporate events, or industry forums.
- Strong analytical and presentation skills with the ability to translate data into actionable sales strategies.

5. How to Apply:

- An application letter addressed to the Chief HR & Administration Officer;
- Recent Curriculum Vitae.
- A photocopy of the Passport/National ID.
- Copies of Degree/Diploma certificates
- Copies of relevant certificates.
- Three referees

The deadline for submitting application documents (Only PDF Format) is **November 12, 2025**. Please apply via the link: <https://erecruitment.rwandair.com/>