

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 and Development Manager
Reports to: Senior Manager Retail Sales
Department: Commercial
Location: Entebbe

Job Purpose

To lead the strategic development and performance management of RwandAir's sales activities in the assigned country. The Sales and Development Manager is responsible for driving revenue growth through tactical sales execution, agent relationship management, and market expansion support. The role also involves optimizing the use of commercial tools, salesforce performance tracking, and supporting onboarding and development of key partners and team members.

1. Key Duties and Responsibilities:

a. Strategic

- Develop and implement strategic sales plans aligned with company revenue targets and market priorities.
- Support Country Managers and Regional Managers in achieving performance objectives through targeted interventions, training, and reviews.
- Coordinate global and regional sales campaigns and ensure localized execution in alignment with commercial priorities.
- Identify underperforming routes or markets and develop market-specific turnaround strategies.
- Work with the Sales Systems and Business Intelligence teams to develop dashboards and tools that support pipeline management and conversion tracking.
- Lead feasibility assessments and business case development for new GSA appointments or internal sales office expansions.
- Manage special commercial projects such as new route launches, corporate onboarding drives, or incentive scheme revamps.
- Interface with Pricing, Revenue Management, and Channel Management teams to align fare strategy and commercial offers with frontline sales needs.
- Prepare strategic sales development reports, insights, and forecasts for senior management and board-level review.

b. Operational

- Support the recruitment, onboarding, and development of new sales managers, executives, and GSAs in new and existing markets.
- Develop training materials, sales manuals, and performance evaluation tools in collaboration with HR and Learning & Development.
- Conduct periodic market visits and on-site reviews to assess operational and commercial alignment.



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- Track and report on sales pipeline development, B2B/B2C trends, and agent/ticket office productivity.
- Support the development and rollout of new CRM capabilities and digital sales tools across regions.

2. About You – Minimum Standard Qualifications;

Essential

- Bachelor's degree in Business Administration, Marketing, Aviation Management, Sales, or a related field.
- Minimum 5–7 years' experience in airline sales, commercial operations, or business development, with at least 2 years in a supervisory or managerial role.
- Proven experience in developing and implementing strategic sales plans to achieve revenue targets.
- Experience managing multi-market sales operations, including GSAs, country sales teams, or ticket offices.
- Experience in B2B and B2C sales, pipeline management, and route/network development.
- Experience collaborating with Pricing, Revenue Management, Channel Management, and Digital teams.
- Experience in recruitment, training, and performance management of sales staff.
- Familiarity with airline commercial systems (PSS, GDS, CRM) and digital sales platforms.
- Experience in reporting sales performance, developing dashboards, and presenting insights to senior management.

3. About You – Other Desired Competencies & Skills;

Essential

- Strong strategic planning and execution skills for sales development and market growth.
- Excellent leadership, coaching, and team management skills for multi-location or regional sales teams.
- Analytical skills to monitor sales performance, pipeline development, route profitability, and market trends.
- Strong stakeholder management and communication skills for engaging internal teams, GSAs, and external partners.
- Proficiency in using sales dashboards, CRM tools, and business intelligence systems for performance tracking.
- Ability to develop training materials, sales manuals, and performance evaluation tools.
- Problem-solving skills to address underperforming markets, route challenges, or partner issues.
- Project management skills to lead special commercial projects, incentive schemes, or new market entries.
- Ability to align frontline sales needs with pricing, revenue, and channel strategies.
- Knowledge of airline commercial operations, fare structures, and distribution channels.

4. How to Apply:

- An application letter addressed to the Chief HR & Administration Officer;
- Recent Curriculum Vitae;
- Copies of Notarized Degree/Diploma certificates



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

The deadline for submitting application documents (**Only PDF Format**) is **June 19st, 2026**. Please apply via the link: <https://erecruitment.rwandair.com/>.