

**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 Executive  
**Reports to:** Sales and Development Manager / Sales Manager  
**Department:** Commercial  
**Location:** Kigali International Office

### **Job Purpose**

To drive passenger revenue growth by managing a portfolio of trade and corporate accounts, conducting regular sales visits, and supporting the execution of sales initiatives. The Sales Executive plays a key frontline role in market engagement, product promotion, agent support, and sales reporting. The role requires strong interpersonal skills, commercial acumen, and a deep understanding of airline sales processes.

### **1. Key Duties and Responsibilities:**

#### **a. Operational**

- Manage a portfolio of travel agents, TMCs, and corporate clients to grow sales and improve engagement.
- Conduct regular sales visits, presentations, and product training sessions to promote RwandAir's offerings.
- Promote tactical campaigns, route launches, seasonal fares, and ancillary services to drive conversion.
- Monitor agent performance using ticketing and MIDT data; recommend interventions for low-performing accounts.
- Handle daily queries from partners related to fare rules, group quotes, bookings, refunds, and service issues.
- Liaise with Pricing and Revenue Management for special fare requests and tactical deal approvals.
- Track booking trends and generate sales reports for weekly performance updates and pipeline reviews.
- Support the onboarding of new agents by guiding them through accreditation, registration, and product orientation.
- Participate in trade shows, industry events, and joint promotional activities with tourism boards or suppliers.
- Assist with planning and execution of familiarization trips, agent workshops, and in-market activations.
- Ensure proper CRM updates and maintain accurate contact logs and account notes.
- Monitor competitors' activity and provide market intelligence to support pricing and product positioning decisions.
- Work closely with the ticketing and customer service teams to resolve partner issues and support service recovery.



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- Meet or exceed monthly revenue targets and contribute to overall sales office performance metrics

## **2. About You – Minimum Standard Qualifications;**

### **Essential**

- Bachelor's degree in Business Administration, Marketing, Sales, Aviation Management, Tourism, or a related field
- 2–4 years' experience in airline sales, travel agency sales, aviation commercial operations, or customerfacing sales roles
- Hands-on experience with airline reservation and ticketing systems (Amadeus, Sabre, or equivalent)
- Experience handling B2C and/or B2B customers including walk-in clients, corporate accounts, and travel agents
- Exposure to airline fare structures, branded fares, ancillaries, and promotional offers
- Experience achieving sales targets, conversion KPIs, and revenue goals
- Familiarity with ticketing processes including issuance, exchanges, refunds, and revalidations
- Experience supporting sales campaigns, route promotions, and tactical offers
- Working knowledge of IATA/BSP rules and airline ticketing policies
- Experience preparing basic sales reports and performance summaries

## **3. About You – Other Desired Competencies & Skills;**

### **Essential**

- Strong selling and negotiation skills with ability to convert inquiries into bookings
- Good understanding of airline products, routes, fare families, and ancillary services
- Ability to identify upsell and cross-sell opportunities at the point of sale
- Strong customer service and communication skills
- Ability to work in a fast-paced airline sales environment with shifting priorities
- High level of accuracy and attention to detail in bookings and ticket issuance
- Ability to meet daily and monthly sales targets
- Good problem-solving skills to handle customer objections and booking issues
- Ability to comply with sales procedures, fare rules, and revenue control requirements
- Proficiency in reservation systems, POS tools, and basic CRM platforms
- Basic analytical skills to track personal sales performance and KPIs
- Strong teamwork and collaboration skills
- Professional appearance and strong brand representation
- Willingness to work shifts, weekends, and public holidays as required

## **4. How to Apply:**

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



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