

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: Distribution & Leisure Specialist
Reports to: Distribution & Leisure Manager
Department: Commercial
Location: Kigali International Airport – Town Office

Job Purpose

To support the development, implementation and optimisation of RwandAir's distribution and leisure sales channels to improve market reach, channel effectiveness, revenue contribution and cost efficiency. The role is responsible for managing distribution initiatives across traditional and emerging channels, supporting the development of leisure partnerships, monitoring channel performance, and identifying opportunities to grow sales through OTAs, tour operators, wholesalers, consolidators and other leisure partners.

1. Key Duties and Responsibilities:

Operational

- Support the implementation and continuous improvement of RwandAir's distribution strategy across direct and indirect channels.
- Monitor the performance of GDS, NDC, OTA and other distribution channels and recommend actions to improve reach, conversion, revenue contribution and cost efficiency.
- Coordinate distribution initiatives with Commercial, Digital, IT, Revenue Management, Sales and external technology partners.
- Support the expansion and adoption of NDC and other modern airline retailing capabilities.
- Monitor distribution costs and identify opportunities to improve channel economics and reduce avoidable distribution expenditure.
- Investigate distribution, availability, fare display, booking and content-related issues and coordinate their resolution with relevant teams and partners.
- Monitor RwandAir content availability and visibility across key distribution platforms and markets.
- Support onboarding, configuration and performance monitoring of new distribution partners and channels.
- Develop and maintain relationships with tour operators, OTAs, wholesalers, consolidators, destination management companies and other leisure partners.
- Identify leisure sales opportunities across the network and recommend initiatives to stimulate incremental demand.
- Support development of leisure packages and partnerships incorporating air travel and relevant tourism products.
- Work with Sales and Marketing teams to develop targeted leisure campaigns for key markets, destinations and travel periods.



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- Monitor leisure partner production and recommend commercial interventions to improve performance.
- Identify opportunities arising from seasonal travel, holidays, events, tourism flows and destination campaigns.
- Support negotiations with leisure partners within approved commercial frameworks.
- Track distribution and leisure revenue performance against agreed targets and KPIs.
- Analyse booking patterns, channel mix, partner production, market trends and customer behaviour to identify commercial opportunities.
- Prepare business cases and recommendations for new distribution channels, leisure partnerships and commercial initiatives.
- Monitor competitor distribution and leisure strategies and provide relevant market intelligence.
- Produce regular performance reports and provide recommendations to management.
- Work closely with Sales, Revenue Management, Digital/E-Commerce, Marketing, Finance, IT and Network Planning to support distribution and leisure objectives.
- Maintain effective working relationships with GDSs, technology providers, OTAs, tour operators and other commercial partners.
- Ensure distribution and leisure initiatives comply with RwandAir commercial policies and approved contractual arrangements.

2. About You – Minimum Standard Qualifications;

Essential

- Bachelor's degree in Business Administration, Marketing, Commerce, Economics, Tourism, Aviation Management, Information Systems, Data Analytics or a related field.
- Minimum 4-6 years of relevant experience in airline distribution, airline sales, e-commerce, travel technology, leisure sales, tourism or a related commercial environment.
- Good understanding of airline distribution channels, GDSs, OTAs and travel trade structures.
- Demonstrated commercial and analytical capability.
- Strong stakeholder and partner management skills.
- Proficiency in Microsoft Excel, PowerPoint and relevant reporting tools.

3. About You – Other Desired Competencies & Skills;

Job Specific Skills:

Essential

- Experience with NDC, airline retailing or distribution technology.
- Experience working with GDSs, OTAs, tour operators, wholesalers or travel technology providers.
- Knowledge of airline pricing, inventory, ticketing and revenue management concepts.
- Experience developing leisure partnerships or destination-based commercial initiatives.
- Relevant IATA or airline distribution certification.

4. How to Apply:

- An application letter addressed to the Chief HR & Administration Officer;
- Recent Curriculum Vitae;



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- Copies of Notarized Degree/Diploma certificates
- 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 **September 18th, 2026**. Please apply via the link: <https://erecruitment.rwandair.com/>.