

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: Frequent Flyer Program (FFP) Analyst
Reports to: FFP Manager
Department: Commercial
Location: Kigali International Airport

Job Purpose

To support the performance tracking, campaign analysis, and data-driven optimization of RwandAir's Frequent Flyer Program (Dream Miles). The FFP Analyst is responsible for generating insights into member behavior, reward redemption trends, tier movement, and partner engagement, while supporting loyalty marketing, CRM, and reporting functions to enhance customer retention and program profitability.

1. Key Duties and Responsibilities:

Operational

- Analyze FFP enrollment, activity, and engagement metrics across tiers, markets, and customer segments.
- Monitor accruals and redemptions across flights, partners, and promotional campaigns to track program health and financial exposure.
- Develop dashboards and reports that highlight loyalty KPIs including active members, burn ratio, breakage, and lifetime value.
- Work with CRM and Digital teams to execute targeted campaigns and measure their performance (open rates, conversion, ROI).
- Support tier qualification and requalification analysis; recommend rule adjustments to optimize customer retention.
- Analyze partner performance (banks, hotels, retail) and recommend optimization strategies for cobranded or earning/redemption deals.
- Ensure data accuracy and integrity between the FFP system and core reservation/ticketing systems.
- Support fraud detection efforts by identifying anomalies in accrual, redemption, or duplicate activity.
- Assist in testing and rollout of new loyalty platform features, member portal updates, or system enhancements.
- Provide data support for business cases tied to new partnerships, promotions, or tier benefits.
- Collaborate with customer service to track loyalty-related complaints, escalations, and service recovery trends.
- Benchmark RwandAir's program KPIs against competitors and industry norms using available market intelligence.
- Assist in preparing loyalty performance reviews and presentations for senior management.

- Contribute to segmentation and personalization strategies aimed at improving engagement among elite and inactive members.

2. About You – Minimum Standard Qualifications;

Essential

- Bachelor's degree in Economics, Business Administration, Statistics, Marketing, Finance, Data Analytics, or Aviation Management
- 2–4 years' experience in airline loyalty programs, commercial analytics, CRM, or customer data analysis roles
- Experience working with frequent flyer or loyalty program platforms
- Exposure to airline commercial functions such as Sales, Revenue Management, Marketing, or Digital Channels
- Experience analyzing member behavior, redemption patterns, and earn/burn economics
- Experience preparing performance reports, dashboards, and analytical insights
- Familiarity with airline fare products, ancillaries, and distribution channels
- Experience working with large datasets from CRM, PSS, BI tools, or digital platforms
- Proficiency in Excel and BI tools (Power BI, Tableau, SQL is an advantage)

3. About You – Other Desired Competencies & Skills;

Job Specific Skills:

Essential

- Strong analytical skills to evaluate FFP performance, member engagement, and revenue contribution
- Understanding of loyalty program economics, including breakage, liability, and redemption cost management
- Ability to analyze customer lifetime value (CLV), tier migration, and retention metrics
- Knowledge of earn and burn structures, tier benefits, and partner accrual models
- Ability to track FFP impact on yield, load factor, and repeat purchase behavior
- Strong skills in forecasting, trend analysis, and scenario modeling
- Ability to prepare clear dashboards and executive reports
- Strong attention to data integrity and reconciliation between commercial and financial loyalty data
- Ability to collaborate with Marketing, Digital, Sales, Revenue Management, and Finance teams
- Ability to evaluate partner performance (banks, retailers, hotels, car rental partners)
- Commercial mindset with focus on revenue growth, retention, and customer value
- Strong communication skills to translate data into actionable loyalty strategies
- Familiarity with GDPR, data privacy, and loyalty program governance standards

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;



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- 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/>.