

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: Product and Ancillaries Development Manager
Reports to: Senior Manager, Channel Management
Department: Commercial
Location: Kigali International Airport – Town Office

Job Purpose

To lead the development, management, and optimization of RwandAir's ancillary products and travel-related service offerings. The Manager – Product and Ancillaries Development is responsible for enhancing the customer journey through innovative upsell opportunities, increasing non-ticket revenue, and supporting cross functional implementation of ancillary strategies across all sales channels.

1. Key Duties and Responsibilities:

a) Strategic

- Lead the development and rollout of ancillary products including seat selection, excess baggage, lounge access, upgrades, insurance, and partner bundles.
- Manage supplier relationships, contract terms, and operational delivery of third-party ancillary products.
- Develop business cases and revenue forecasts for new product initiatives and enhancements.
- Monitor sales performance and customer uptake across all ancillary categories and customer touchpoints.
- Collaborate with Revenue Management, E-commerce, and Digital teams to optimize bundling and merchandising strategies.
- Oversee inventory mapping, price logic, and offer personalization across direct and indirect sales channels.
- Track industry trends, benchmark offerings, and recommend improvements to stay competitive and relevant.
- Analyse ancillary performance by route, channel, and customer segment to inform tactical actions and pricing adjustments.
- Work closely with IT and platform vendors to implement technical integrations, APIs, or self-service functionalities.
- Support marketing campaigns, loyalty integrations, and PR activations that promote ancillary adoption.

b) Operational

- Coordinate with Finance and Revenue Accounting to ensure proper revenue recognition, reconciliation, and partner settlement.
- Manage content updates, FAQs, and system configurations for ancillary products across platforms.



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- Liaise with Airport Services, Ground Operations, and Call Center teams to support fulfilment and service delivery.
- Develop training materials and conduct briefings for frontline staff on new product features and upsell scripts.

2. About You - Minimum Standard Qualifications & Experience;

Essentials

- Bachelor's degree in Business Administration, Marketing, Economics, Aviation Management, or a related field.
- Minimum 5–7 years' experience in airline product management, commercial operations, or revenue management, including ancillary products.
- Proven experience in developing, launching, and managing ancillary products such as seat selection, baggage, lounge access, insurance, or partner bundles.
- Experience collaborating with Revenue Management, E-commerce, Digital, and Marketing teams to optimize product offerings.
- Demonstrated ability to analyze commercial performance, build business cases, and forecast revenue from new initiatives.
- Experience managing supplier and partner relationships, including contracts, SLAs, and operational delivery.
- Familiarity with airline systems for inventory mapping, pricing logic, content management, and distribution channels.
- Experience leading and training cross-functional or frontline teams on product features and upsell strategies.
- Knowledge of industry trends, competitor benchmarking, and product innovation strategies.

Job Specific Skills:

Essential

- Strong product development and project management skills, including lifecycle management from ideation to launch.
- Analytical skills to monitor ancillary performance, customer uptake, route profitability, and channel effectiveness.
- Strong stakeholder management and negotiation skills for working with suppliers, partners, internal teams, and vendors.
- Proficiency with airline commercial systems, revenue management tools, and digital/e-commerce platforms.
- Ability to develop training materials, upsell scripts, and staff briefings for effective product adoption.
- Strong communication and presentation skills to convey business cases, performance insights, and recommendations to leadership.
- Strategic thinking and problem-solving skills to identify opportunities, gaps, and improvements in ancillary offerings.
- Familiarity with technical integrations, APIs, and digital self-service functionalities for ancillary products.



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- Knowledge of financial and operational processes including revenue recognition, reconciliation, and partner settlements.
- Customer-focused mindset with the ability to design products that enhance passenger experience and commercial revenue.

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.

The deadline for submitting application documents (**Only PDF Format**) is **September 18th, 2026**. Please apply via the link: <https://erecruitment.rwandair.com/>