

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: Digital Channels Sales Specialist
Reports to: E-Commerce and Digital Sales Manager
Department: Commercial
Location: Kigali International Airport – Town Office

Job Purpose

To support the growth and performance of RwandAir's digital sales channels by executing daily commercial tasks, monitoring digital KPIs, and engaging with customers across online platforms. The Digital Channels Sales Specialist plays a key role in optimizing the customer journey, enhancing conversion, and supporting ecommerce campaigns and promotions.

1. Key Duties and Responsibilities:

Operational

- Monitor and analyze daily online sales performance metrics including bookings, traffic, conversion rate, and ancillary attach rate.
- Support execution of digital campaigns and tactical promotions in coordination with Pricing, Marketing, and Loyalty teams.
- Ensure timely updates to website banners, fare deals, product pages, and ancillary displays in collaboration with Digital and Content teams.
- Troubleshoot issues reported on booking platforms including pricing errors, search failures, or payment issues.
- Assist with end-to-end testing of new platform releases, booking flows, or mobile app updates.
- Engage with customers through digital channels to promote offers and resolve service-related concerns.
- Provide insights from customer interactions and digital journeys to inform UX/UI and platform improvements.
- Support NDC and B2B integrations by coordinating data validations, product displays, and partner onboarding.
- Track customer behavior trends and make suggestions for personalization, targeting, or upsell strategy.
- Generate and maintain reports on digital channel health, promotion performance, and content accuracy.
- Liaise with the Call Center, Help Desk, and Customer Experience teams to address digital service escalations.
- Stay updated on best practices in airline e-commerce, digital merchandising, and mobile commerce.
- Coordinate with finance and audit teams to ensure pricing integrity and revenue recognition across all digital bookings.
- Contribute to cross-functional projects such as chatbot enablement, digital wallet deployment, or loyalty integration.

2. About You – Minimum Standard Qualifications;

Essential

- Bachelor's degree in Marketing, E-Commerce, Business Administration, Digital Marketing, IT, Communications, or related field.
- Minimum 3–5 years of experience in digital sales, e-commerce, online marketing, or digital channel management.
- Proven experience in managing or supporting airline digital sales platforms, including website, mobile app, online booking engines, and digital payment channels.
- Experience with analytics tools (e.g., Google Analytics, Adobe Analytics, or BI dashboards) to track online sales and user behavior.
- Demonstrated experience in running digital promotions, online campaigns, SEO/SEM, and performance optimization.
- Familiarity with digital payment gateways, fraud prevention processes, and online customer journey mapping.
- Experience collaborating with IT, Marketing, Revenue Management, and Customer Experience teams.

3. About You – Other Desired Competencies & Skills;

Job Specific Skills:

Essential

- Strong understanding of e-commerce platforms, digital booking flows, and online customer behavior.
- Ability to analyze digital sales performance, conversion rates, traffic trends, and revenue from online channels.
- Proficiency in using tools for web analytics, A/B testing, content management systems, SEO/SEM, and campaign tracking.
- Strong problem-solving skills with the ability to identify digital channel issues and recommend improvements.
- Excellent communication skills for coordinating with cross-functional teams and external vendors.
- Strong attention to detail in monitoring digital performance, payment issues, booking errors, and user experience gaps.
- Ability to manage and optimize digital sales campaigns, promotions, and online merchandising.
- Understanding of digital payment processes, security protocols, and customer data protection requirements.
- Customer-centric mindset with the ability to translate insights into improved online user experiences.
- Strong organizational and multitasking skills for handling content updates, channel monitoring, and reporting.

4. How to Apply:

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



RwandAir

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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/>.