

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 Team Leader
Reports to: Ticket Office Manager
Department: Commercial
Location: Bujumbura

Job Purpose

To lead and manage RwandAir's sales operations in the assigned market, acting with the full authority and scope of a Ticket Office Manager. The Sales Team Leader is responsible for achieving revenue targets, managing trade relationships, optimizing the distribution mix, and delivering on key commercial KPIs aligned with the airline's overall strategy.

1. Key Duties and Responsibilities:

Operational

- Lead and supervise daily sales activities of the assigned team including Sales Executives, Ticketing Agents, or Account Officers.
- Coordinate sales calls, trade visits, and pipeline activities to ensure optimal account coverage.
- Support team in achieving monthly and quarterly targets across flown revenue, sales conversion, and ancillary upsell.
- Track team performance metrics and provide coaching or corrective actions where necessary.
- Ensure the proper rollout of trade promotions, group sales campaigns, and seasonal incentives.
- Monitor competitor activity, fare trends, and agency performance; report observations and propose actions.
- Provide support during route launches, customer activations, or promotional events.
- Ensure accurate and timely reporting of sales activities, deal tracking, and weekly updates from the team.
- Assist in onboarding and training of new sales staff, guiding them on systems, processes, and sales protocols.
- Ensure team compliance with RwandAir's SOPs, branding guidelines, and commercial policies.
- Liaise with the Call Center, Airport Services, and Finance teams on booking fulfillment and client servicing.
- Handle complex client issues, agent escalations, or service recovery cases professionally.
- Support customer relationship management by maintaining strong links with top-performing agents and corporate clients.
- Submit consolidated feedback and market intelligence reports to the Sales Manager or



RwandAir

Fly the dream of Africa

Country Manager.

2. About You – Minimum Standard Qualifications;

Essential

- Bachelor's degree in Business Administration, Marketing, Sales Management, Aviation Management, or a related field
- 3–5 years' experience in airline sales, travel industry sales, or aviation commercial operations
- Minimum 1–2 years in a supervisory or team lead role within airline sales, call center sales, ticketing, or trade sales
- Hands-on experience with airline reservation and ticketing systems (Amadeus, Sabre, or equivalent)
- Proven experience managing B2C and/or B2B sales channels including call center, city ticket offices, or trade agents
- Experience driving sales targets, revenue growth, and ancillary upsell performance
- Exposure to airline fare structures, branded fares, ancillaries, and promotional campaigns
- Experience working with KPIs such as revenue, conversion rate, average ticket value, and ancillary attach rate
- Experience coordinating with Commercial, Revenue Management, Marketing, and Call Center teams
- Experience preparing sales performance reports and shift-level productivity analysis

3. About You – Other Desired Competencies & Skills;

Job Specific Skills:

Essential

- Strong leadership and coaching skills to motivate and manage frontline sales teams
- Solid understanding of airline sales processes, fare rules, ticketing policies, and revenue controls
- Ability to monitor and improve individual and team sales performance against set targets
- Strong commercial acumen with focus on revenue maximization and upselling
- Ability to manage rosters, shift coverage, and workload distribution to meet demand peaks
- Strong skills in sales performance tracking and reporting
- Customer-focused mindset with ability to handle escalated sales and service issues
- Ability to ensure compliance with IATA/BSP rules, airline policies, and audit requirements
- Good knowledge of payment methods, refunds, exchanges, and ADM risk mitigation
- Strong communication and interpersonal skills
- Ability to work under pressure in a 24/7 airline operational environment
- High attention to detail and accuracy in sales transactions
- Proficiency in MS Excel, CRM systems, and sales dashboards
- Problem-solving skills to address sales gaps, customer objections, and process inefficiencies

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 **October 22nd, 2026**. Please apply via the link: <https://erecruitment.rwandair.com/>.