

**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:** Senior Manager, Marketing  
**Reports to:** Head of Marketing and Brand  
**Department:** Commercial  
**Location:** Kigali International Airport

#### **Job Purpose**

Owns the brand itself and the demand it has to create. The sub-function holds four things together: the brand system and the creative that expresses it, the campaigns and media that carry it to market, the digital brand behaviour that audiences actually meet, and the performance evidence that says whether any of it worked. It is the commercial engine of the function — the post the airline will judge on load factor support and marketing return, not on output volume.

#### **1. Key Duties and Responsibilities:**

##### **Strategic**

- Owns the RwandAir brand strategy, architecture, positioning and identity system across every customer touchpoint.
- Owns the annual marketing plan and campaign calendar, aligned to the network plan and the route programme to 29 destinations.
- Owns the digital marketing strategy — how the brand shows up, is found and is engaged with across owned and paid digital.
- Prepares and defends the brand architecture position for the Qatar Airways joint venture, and briefs the Head for the shareholder conversation.
- Owns the brand expression of the four-star proposition and the Bugesera hub brand rollout.
- Accountable for campaign-generated demand on target routes — enquiries, brand search and traffic delivered to the direct channel.
- Accountable for brand-led and organic traffic growth, and for engaged audience growth across owned digital channels.
- Owns the media budget — the largest discretionary spend in the function — and its allocation across markets.
- Owns sponsorship strategy and investment decisions, including Visit Rwanda and destination marketing alignment. Activation delivery is executed by Communications.

##### **Operational**

- Runs the in-house creative studio — artwork, adaptation and production across all channels and markets.
- Owns brand application on livery, uniform, signage, cabin, lounge, airport environments and station materials.
- Delivers every route launch, schedule change and product introduction with a funded campaign plan and measurement frame.

- Owns media planning, buying, agency and production management.
- Owns digital marketing delivery — social channels, content SEO, digital brand expression and digital asset governance.
- Operates brand approval authority delegated from the Head; holds the brand line across the airline.
- Ensures campaign claims, fare advertising and promotional terms meet regulatory and consumer protection requirements in every market.
- Owns marketing data-protection compliance for owned digital channels.
- Holds the boundary with Global Sales: conversion, e-commerce trading, ancillary revenue and booking-attributed performance media sit with them.
- Accepts independent measurement of this unit's campaign return by Insight & Brand Performance, and provides the data required for it.
- Perform all other duties assigned by Line Manager.

#### **Management & Leadership**

- Establish the department or teams objectives and priorities to align with and support business objectives.
- Regularly evaluate the department or teams objectives, plans, procedures and practices, and makes appropriate changes if needed.
- Provide leadership and development opportunities for the administrative and government services team, fostering a high-performance culture.
- Train and develop other employees, to ensure succession planning is in place.
- Commit to and contribute towards the development of Rwandan National talent, by coaching the Rwandan National developpees, preparing them for a career with boundless potential.

## **2. About You – Minimum Standard Qualifications;**

Minimum 8 years across brand, campaign and digital marketing, of which at least 3 leading a team.  
Bachelor's degree in Marketing, Business or related; professional marketing qualification preferred.

#### **Essential**

- Ownership of a brand identity system or a rebrand programme end to end.
- Media budget and agency ownership at multi-market scale.
- Airline, travel, hospitality or consumer sector background; airline preferred.

## **3. About You – Other Desired Competencies & Skills;**

#### **Job Specific Skills:**

#### **Essential**

- Full professional fluency in English (written and spoken) is mandatory; French proficiency is a significant advantage; Kinyarwanda proficiency is beneficial but not required
- Brand strategy and identity system design — able to build the system, not only apply it.
- Integrated campaign planning across paid, owned and earned channels.
- Media planning and buying — able to challenge an agency plan on reach, frequency and price.
- Digital marketing: social, content SEO, digital brand expression and digital analytics.
- Creative direction and production management across print, digital, environmental and film.



**RwandAir**

*Fly the dream of Africa*

- Brand architecture judgement in merger, alliance and co-branding situations.
- Leads three unlike disciplines — brand, campaigns and digital — without defaulting to the one they came from.
- Defends brand decisions against commercial pressure with evidence rather than taste.
- Holds agencies to account on performance, not relationship.
- Accepts independent scrutiny of this unit's numbers without treating it as a threat.
- Airline brand touchpoint map — livery, cabin, uniform, lounge, airport, digital, loyalty.
- Airline seasonality, booking curves and lead times by market and route type.
- Fare advertising and consumer-protection rules in RwandAir's operating markets.
- Skytrax criteria as they bear on the brand proposition..

#### **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 29<sup>th</sup>, 2026**. Please apply via the link: <https://erecruitment.rwandair.com/>.