



Company: Premier Transport and Tour Services Ltd (PTS)

Location: Kigali/Kicukiro

Reports to: Managing Director

Position: Director of Commercial

Number of Positions: 1

About the Company

Premier Transport and Tour Services (PTS) Ltd is Rwanda's premier provider of luxury transport and tour solutions. It was established in 2016, contracted by the Government of Rwanda through MININFRA. PTS delivers seamless transport services to ministries and government institutions on a structured rotation basis. Renowned for its versatility, PTS also caters to an elite clientele, including global delegates, luxury hotels, NGOs, private entities, and discerning individuals, offering bespoke transport experiences that blend sophistication, reliability, and innovation to fit the needs of each client cluster.

Job Purpose

PTS is seeking an experienced, commercially driven **Commercial Director** to lead the company's commercial strategy, accelerate revenue growth, strengthen customer relationships, and expand market share.

Key Responsibilities

1. Commercial Strategy

- Develop and implement PTS's overall commercial strategy in line with the company's business objectives.
- Identify new markets, customer segments, products, and revenue opportunities.
- Develop annual commercial plans, budgets, forecasts, and growth targets.
- Monitor market trends, competitor activity, customer needs, and industry developments.
- Recommend strategic initiatives to improve PTS's market position and profitability.

2. Sales & Business Development

- Lead and drive the sales and business development function.



- Develop a strong and sustainable sales pipeline and ensure effective opportunity management.
- Identify, qualify, and pursue high-value business opportunities.
- Develop and maintain relationships with strategic customers, partners, investors, and other stakeholders.
- Lead negotiations for major contracts and commercial agreements.
- Ensure effective conversion of opportunities into profitable contracts.

3. Revenue & Profitability

- Take ownership of commercial revenue targets and performance.
- Develop appropriate pricing strategies and commercial models.
- Monitor margins, customer profitability, and overall commercial performance.
- Identify opportunities to increase revenue from existing customers.
- Ensure commercial decisions balance growth, customer value, risk, and profitability.

4. Key Account Management

- Build and maintain strong relationships with PTS's most important customers.
- Establish structured key-account plans for strategic clients.
- Understand customer requirements and anticipate future needs.
- Drive customer retention, satisfaction, and account growth.
- Resolve major commercial issues and escalate matters appropriately.

5. Market Expansion & Partnerships

- Identify and develop strategic partnerships that support PTS's growth objectives.
- Explore new geographic markets and commercial channels.
- Develop proposals and business cases for new commercial initiatives.
- Represent PTS at industry events, conferences, client meetings, and other strategic forums.
- Strengthen PTS's brand, market presence, and commercial reputation.

6. Leadership & Team Development

- Lead, coach, and develop the commercial team to deliver agreed targets.



- Establish clear KPIs, performance standards, and accountability.
- Build a high-performance, customer-focused commercial culture.
- Work closely with operations, finance and other departments to ensure commercial commitments can be delivered effectively.
- Support recruitment and development of key commercial talent.

7. Reporting & Governance

- Provide regular reports to the Managing Director on commercial performance.
- Track sales pipeline, revenue, margins, customer acquisition, retention, and other key KPIs.
- Ensure commercial activities comply with company policies, contractual requirements, and applicable regulations.
- Maintain appropriate controls around pricing, contracts, credit, and commercial risk.

Candidate Profile

Education & Experience

- Bachelor's degree Bachelor's Degree in Business Administration, Marketing, Sales, Commerce, Economics, or a related field.
- An MBA or relevant postgraduate qualification is an advantage.
- **8+ years of progressive commercial, sales, business development, or general management experience**, preferably in a B2B environment.
- Proven experience leading a commercial/sales function and delivering measurable revenue growth.
- Demonstrated success in developing major accounts, negotiating contracts, and closing high-value deals.
- Experience developing and executing commercial strategies in competitive markets.
- Experience managing and developing high-performing teams.

Skills & Competencies

- Strong strategic and commercial acumen.
- Excellent sales, negotiation, and business development skills.
- Strong financial and analytical capability, including understanding of margins, pricing, budgets, and forecasts.



- Exceptional relationship-building and stakeholder-management skills.
- Strong leadership and people-management capabilities.
- Excellent communication, presentation, and influencing skills.
- Customer-focused and results-oriented mindset.
- Ability to make sound commercial decisions and manage risk.
- Strong understanding of CRM, sales pipeline management, and commercial performance reporting.
- High integrity, professionalism, and accountability.

Personal Attributes

The ideal candidate will be:

- **Results-driven:** consistently focused on achieving ambitious commercial objectives.
- **Strategic:** able to see the bigger picture while translating strategy into action.
- **Entrepreneurial:** proactive in identifying and pursuing new opportunities.
- **Influential:** confident engaging with senior executives, customers, partners, and other stakeholders.
- **Analytical:** able to use data and market intelligence to make informed decisions.
- **Collaborative:** able to work effectively across different functions.
- **Resilient:** comfortable operating in a fast-moving and competitive environment.
- **Customer-centric:** committed to creating long-term customer value.

Application

Interested candidates are required to submit their **National ID, educational certificate, updated CV**, and **cover letter**.

Application deadline: 10th September, 2026

Application email: recruitment@pts.rw

PTS is an equal-opportunity employer and is committed to attracting and developing talented professionals.