

Ref No: IAS/MIS/2025/2377

Date: 9th November 2025

TERMS OF REFERENCE

Position Name	Distribution & E-Commerce Lead
Job Reference no	JA/2025/127
Reports to	General Manager, Commercial (International)
Work location/ Department	Corporate Head Office / Commercial Division
Contract Period	02 Years renewable based on operational requirements
Job Description	<ul style="list-style-type: none"> Responsible for the development and execution of the airline’s distribution strategy to optimise channel performance, broaden market reach and maximise revenue from indirect and direct distribution. This role covers partnerships, channel management, data-insights, and cost-of-sales optimisation within the distribution domain.
Key Responsibilities	<ul style="list-style-type: none"> Lead the formulation and implementation of the airline’s distribution channel strategy (direct, indirect, GDS, NDC, OTAs, corporate travel) to drive revenue and reduce distribution cost. Manage and optimise the distribution channel mix: monitor channel performance, cost of sale, conversion rates, booking flow, and identify opportunities to shift volumes to lower-cost channels. Negotiate, manage and expand distribution partnerships including interline, codeshare where relevant to distribution, GDS/OTA integrations, and agency networks. Oversee fare and inventory distribution structures across channels (including direct connect, NDC, GDS) to ensure channel-appropriate presentation, availability and pricing logic. Analyse booking patterns, channel mix, market demand, competitor activity and booking conversion to provide actionable insights for distribution optimisation. Set, monitor and report on key performance indicators (KPIs) such as channel cost ratio, conversion rate by channel, revenue uplift by partner/channel, booking share by channel, and incremental channel growth. Collaborate with Commercial, Marketing, Revenue Management and IT teams to ensure distribution strategy is embedded in the overall commercial plan (e.g., ensuring fare structures and inventory support channel strategy). Continuously refine distribution strategy based on data-driven feedback, market changes, technology developments (e.g., NDC, API distribution) and best practices in airline distribution.

Requirements	<ul style="list-style-type: none"> ▪ Master’s in Business Management / Aviation Management or related field with minimum 06 years of relevant work experience in a managerial role within an international airline. <p>OR</p> <ul style="list-style-type: none"> ▪ Bachelor’s Degree in Business Management / Aviation Management or related field with minimum 08 years of relevant work experience in managerial role within an international airline. <p>AND</p> <ul style="list-style-type: none"> ▪ Proven experience in airline distribution management (including channel strategy, GDS/OTA management, partner network, direct distribution, NDC/API). ▪ Demonstrated track record in managing indirect channels (GDS/OTA/corporate) and shifting channel mix to optimise cost and revenue. ▪ Strong analytical skills with ability to interpret booking data, channel performance metrics, and market trends to derive insights and action plans. ▪ Excellent negotiation and relationship management skills with distribution partners, GSAs, OTAs, travel agencies and corporate travel buyers. ▪ Deep understanding of airline fare/inventory logic, distribution cost structures, indirect/direct channel economics and modern airline distribution technology (NDC/API). ▪ Self-driven, structured, comfortable working across multiple stakeholders in a cross-functional environment; strong project management and communication skills across cultures.
Competencies	<ul style="list-style-type: none"> ▪ Expertise in airline pricing models, fare structures, and revenue management principles. ▪ Advanced negotiation and relationship management skills with airports, GSAs, OTAs, and corporate buyers. ▪ Excellent analytical and forecasting abilities using data-driven approaches. ▪ Strong cross-cultural communication and project management skills. ▪ Self-driven, structured, and capable of managing complex multi-stakeholder projects independently.
Salary and Benefits	<ul style="list-style-type: none"> ▪ Competitive salary with health care benefits and travel perks according to Company policy.
Deadline	<ul style="list-style-type: none"> ▪ 15th January 2026
Interview and selection	<ul style="list-style-type: none"> ▪ Only shortlisted candidates will be called for the interview

How to apply	<ul style="list-style-type: none">▪ Interested candidates may apply through our online job portal by visiting Maldivian website (careers.maldivian.aero).▪ Educational certificates acquired from overseas institutions must be accredited by MQA.▪ Applications with inaccurate information, which do not meet the above requirements and which are incomplete will be disqualified.
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