



Sales & Marketing Manager Job Description

Company Background

We are a luxury chalet company based in Morzine, France in the heart of the Alps. We offer holidays in our self catered and catered chalets for skiers in the winter and in the summer, we offer self catered holidays for people wanting to enjoy a wide variety of mountain activities or just enjoy the views. Sustainability is at the heart of absolutely everything we do.

Our mission

To create joyful mountain experiences for all whilst protecting the health of the planet

Objective of the role

Excellent customer service is at the heart of an AliKats holiday and this starts right from the moment a guest enquires about booking a holiday with us. The sales & marketing manager needs to understand and share our values to ensure that the guest experience is of the highest quality. Put simply, the objective of the role is to ensure that all chalets are fully booked from the start to finish of each season

Role Profile

We are seeking a dynamic and results-driven Sales & Marketing Manager to join our team. The Sales & Marketing Manager will play a crucial role in driving revenue growth by effectively promoting and selling our holiday packages and services. The ideal candidate will possess excellent communication skills, a strong sales acumen, and a genuine enthusiasm for travel, hospitality & sustainability

Responsibilities include (but are not limited to)

- Achieve revenue goals on a monthly basis across both sales and marketing channels
- Build and maintain strong relationships with clients, understanding their preferences and needs to tailor holiday packages accordingly
- Convert enquiries into bookings by creating a bespoke package specific to the client's requirements
- Develop a deep understanding of AliKats Mountain Holidays' offerings, including chalets, services, and local activities
- Use expert local knowledge to recommend a chalet best suited to the client's needs
- Actively identify new business development strategies for lead generation
- Plan and execute marketing campaigns including email mailshots, seasonal promotions, and targeted offers
- Create and manage engaging content for social media platforms to increase brand visibility and attract potential clients
- Develop and implement a comprehensive marketing strategy aligned with sales objectives
- Track and analyze marketing campaign performance to optimize future efforts
- Manage digital marketing initiatives including SEO, PPC, and online advertising
- Diligently document communications with clients in Hubspot to maintain accurate records for personalized follow-ups
- Prepare sales and marketing reports on a weekly & monthly basis
- Actively look to exceed client expectations through excellent customer service
- Use initiative to improve processes and create efficiencies across sales and marketing functions
- Show potential guests around the chalets when requested
- Propose and drive seasonal pricing at least 12 months in advance
- Manage & maintain accurate pricing and availability information across all sales channels (website, AirBnB, booking.com, etc.)
- Keep website up to date in order to maximise impact with prospective customers
- Use sales techniques to maximize revenue while maintaining existing guest loyalty
- Coordinate with graphic designers and content creators for marketing materials and campaigns
- Promote our values and identify clients who share them
- Work closely with other departments, including PR, operations, and guest services, to ensure seamless execution of bookings and exceptional customer satisfaction
- Stay informed about industry trends, competitor offerings, and customer preferences to maintain a competitive edge in the market
- Actively manage pricing strategy using dynamic pricing techniques to respond to market trends, demand fluctuations, and occupancy rates in order to maximize revenue and profitability



Skills & experience

Essential

- Proven track record of sales
- Experience in marketing
- Minimum of 5 years relevant professional experience
- Experience of working to and exceeding targets
- Excellent verbal and written communications skills in English.
- Ability to thrive in a fast-paced environment and work proactively with a dedicated attitude and use initiative.
- Confidence in outreach and pitching to potential new clients.
- Competent with a wide range of office applications (Excel, CRM, email etc...)
- Ability to manage your own time, tasks & boundaries
- Driving license and own car

Preferable

- Experience of working within the luxury travel industry
- Experience of working within the hospitality industry
- Spoken French

Location

Must be located in the Morzine area

Package

- CDI French contract
- €30k/year plus uncapped commission.
- Use of a company mobile
- Continuous Coaching: you will work with a team who are passionate about quality, and we will ensure you receive both formal training as well as day-to-day mentoring from your manager.