



Marketing Manager

AliKats Mountain Holidays · Morzine Valley, France · CDD from September · 40 hrs/week

AliKats is a B-Corp certified independent chalet company.

Most businesses treat marketing as a department. The best ones treat it as a belief.

AliKats has spent fifteen years building something worth believing in: a genuinely independent mountain holiday company with high standards, a deep commitment to sustainability, and a long-term goal to donate or invest €1 million in the planet by 2035. We've grown largely through word of mouth, and our guests come back because we mean what we say.

Now we're bringing marketing in-house for the first time. That means this role is both a genuine opportunity and a real responsibility. The person who takes it will have broad creative scope, commercial purpose, and the chance to shape how AliKats tells its story for years to come.

It is a hands-on role. Content calendars, SEO, Google Ads, social media, video editing, partnerships, PR, and working closely with our Head of Sales to turn visibility into direct bookings. You won't be expected to figure everything out alone — experienced marketing consultants will work alongside you in the early stages — but you will be expected to take genuine ownership.

If you're looking for a comfortable, steady-state job, this probably isn't it. If you're looking for a role where your work is visibly connected to a business you believe in — and where doing it well genuinely matters — it might be exactly right.

Key details

Job title	Marketing Manager
Contract	6-month CDD from September, with intention to move to CDI
Hours	40 hours per week, 5 days per week
Location	Morzine Valley, France — on-site role
Salary	€32-35k + bonuses in year 1 with the scope to progress
Bonus	Performance-based bonuses linked to agreed objectives
Language	English essential; French preferable but not required
Working with	Head of Sales, business owners and external marketing consultants
Weekend cover	Some weekend and holiday sales cover as part of a fair team rota

Why AliKats

We're not the biggest chalet company in the Alps. That's deliberate. AliKats is an independent business, and independence means we make decisions based on what's right — for our guests, our team, the local community, and the environment — not what's easiest.



We operate sixteen chalets across Morzine and Montriond. We are B-Corp certified and deeply committed to sustainability. We work with local suppliers, support our community, and are serious about our €1 million planet goal. Our guests return because they trust us — and marketing's job is to build more of that trust, not just generate more clicks.

This is a role with genuine purpose. The work you do will be connected to something real, and you'll be able to see its impact directly.

Purpose of the role

The Marketing Manager exists to help AliKats grow by increasing brand visibility, improving digital performance, and telling the AliKats story in a consistent and compelling way. There are four goals the role is built around:

Drive direct bookings	Improving visibility, content, campaigns and digital performance to support the sales team.
Strengthen the brand	Communicating clearly what makes AliKats different — and why guests choose us and return.
Tell the impact story	Sharing our sustainability work, values and progress towards our €1 million planet goal honestly and engagingly.
Bring marketing in-house	Building the capability, systems and content that allow AliKats to be more agile, creative and commercially aligned.

Key responsibilities

This is a broad role. The eight areas below capture the main areas of work, though no two weeks will look identical.

<p>Storytelling, brand & content</p> <ul style="list-style-type: none"> • Writing copy for website, blog, email and social • Defining and maintaining tone of voice • Communicating sustainability and impact work • Using AI tools to support ideation and drafting 	<p>SEO & website</p> <ul style="list-style-type: none"> • Developing and executing the SEO plan • Creating and optimising website copy and landing pages • Using SEMrush and Google Search Console • Keeping the website clear, current and on-brand
<p>Google Ads & digital campaigns</p> <ul style="list-style-type: none"> • Creating, monitoring and optimising paid search campaigns • Aligning campaigns with booking priorities and season • Supporting copywriting and landing page performance • Reporting on enquiry volume and cost per enquiry 	<p>Social media</p> <ul style="list-style-type: none"> • Managing content calendars across Instagram, Facebook, TikTok, YouTube • Creating posts, reels, stories and short-form video • Building meaningful engagement with target audiences • Repurposing content across platforms
<p>Video, photography & visual content</p> <ul style="list-style-type: none"> • Planning and capturing video around chalets, food and activities • Editing short-form video for social and the website • Creating visual assets using Canva, CapCut or similar • Building a usable library of photo and video content 	<p>Digital PR, partnerships & influencers</p> <ul style="list-style-type: none"> • Identifying relevant bloggers, journalists and brand partners • Supporting outreach in travel, skiing, sustainability and hospitality • Building relationships with values-aligned partners



	<ul style="list-style-type: none"> Tracking outcomes of PR and partnership activity
Sales support & commercial alignment <ul style="list-style-type: none"> Understanding booking priorities and availability gaps Creating content that supports direct enquiries Supporting campaigns for specific properties and dates Providing weekend and holiday sales cover on a fair rota 	AI tools & marketing systems <ul style="list-style-type: none"> Using AI tools for research, planning, drafting and reporting Maintaining content calendars and campaign plans Creating clear performance reports Building repeatable marketing processes as work comes in-house

Skills and experience

Essential <ul style="list-style-type: none"> Excellent written English Strong copywriting and content creation skills Experience managing social media for a brand or organisation Solid understanding of SEO and digital content Ability to plan and execute marketing campaigns Comfortable working with basic marketing data Organised, with good planning skills and attention to detail Experience using AI tools, or a genuine willingness to learn Able to work independently and take direction Positive, practical and collaborative attitude Based in, or willing to relocate to, the Morzine Valley Right to work in France (EU passport or Carte de Séjour) 	Desirable <ul style="list-style-type: none"> French language skills Experience in travel, hospitality, skiing, luxury or sustainability Experience using SEMrush Google Analytics and Google Search Console Google Ads experience Video editing skills Photography skills Experience working with influencers, bloggers or journalists Email marketing experience Knowledge of Morzine and the Portes du Soleil Canva, CapCut, Adobe or similar tools
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What great looks like

The right candidate will be someone who thinks commercially as well as creatively. They will care about whether marketing actually drives bookings — not just whether the content looks good. They will be honest in how they tell the sustainability story: curious and precise rather than promotional.

They will understand that this is a first hire building something from scratch, which means being adaptable, proactive and willing to work without a playbook. They will bring energy to the role without needing the role to carry theirs.

After six months, success means AliKats has a clearer, more consistent presence across website, social and search; a better-structured approach to campaigns and content; and a stronger alignment between what marketing produces and what the sales team needs.

Beyond that: a candidate who is excited to be part of this — who sees the €1 million planet goal not as a marketing line but as something worth working towards.



Performance and bonuses

The role may include performance-based bonuses linked to agreed objectives. These will be set collaboratively and reviewed regularly, and will take account of factors outside the candidate's control. Likely areas include:

- SEO visibility and organic website performance
- Social media reach and engagement
- Quality and consistency of content output
- Brand partnerships and PR outcomes
- Contribution to direct enquiries and sales priorities

How to apply

Please send your CV and a short note explaining why AliKats — specifically. We're interested in how you think about brand and storytelling, not just your experience to date.

Examples of previous work are very welcome: writing, social accounts, video edits, campaigns, anything that shows us how you approach the work.

Send everything to jobs@alikats.eu