

Marketing Executive

- Location: SAMS site, Dunbeg, near Oban
- Hours of work: Full time – 37 hours per week
- Salary range: Grade 5/6 (depending on experience); Grade 5: £31,396 - £34,980. Grade 6: £37,099 - £41,732 per annum
- Contract type: Open-ended

Company

SAMS Enterprise is an equal opportunity employer; we welcome applications from people with disabilities. We value the diversity of the people we hire and serve.

Diversity at SAMS means fostering a workplace in which individual differences are recognised, appreciated and respected, as well as responded to in ways that fully develop and utilise each person's talents and strengths.

Job Description

The role will support SAMS Enterprise, CCAP and student recruitment marketing activities.

Key marketing activities will include the following:

- Review, enhance and manage SAMS Enterprise's online presence, including reviewing and updating the main consultancy website as well as affiliated product and academy websites.
- Develop, deliver, review and adapt a comprehensive marketing plan for SAMS consultancy services.
- Lead, coordinate and monitor social media activities and campaigns focusing initially on SAMS Enterprise consultancy services. Also work with others promoting our product portfolio including SIMBA, Seaweed Nursery products and NewDepomod plus Seaweed and Robotics academies.
- Develop direct and indirect marketing strategies, campaigns, approaches, and measures of success for CCAP.
- Develop, deliver, review and adapt a cost-effective international student recruitment plan for undergraduate and taught postgraduate programmes, coordinated with UHI's international recruitment team (social media / web).
- Collaborate with the SAMS Communications team to ensure marketing materials are visually appealing and align with brand guidelines.

Requirements and Qualifications

Our ideal candidate:

- Has previous digital marketing experience including content creation, management, SEO principles, and customer relationship management (CRM), bachelor's or experience earned equivalent marketing qualification.
- Has strong communication skills – able to write compelling material and visual content to engage with diverse audiences. Attention to detail will be important with solid proof-reading/editing and writing skills. Able to build positive working relations with internal/external customers.
- Has commercial awareness – understand the marketplace and industry-specific trends. Able to adapt – the marketing landscape is ever evolving.

How to Apply

Applications may be submitted by e-mail, handed in to our reception team or by postal mail no later than 6th January 2026.

Interviews will be held in January 2026.

(Job Ref No: SE1/25.DC)

(Scottish Association for Marine Science)

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([Vacancies — Scottish Association for Marine Science, Oban UK](#))

Attention: (SAMS HR team)