



Company Details Confidential



#JOB-2450898



RENEWELL WATER, Knockagh,  
Hackballscross, Co. Louth, A91 ENP6



No of positions : 1



Paid Position



39 hours per week



36605.00 Euro Annually



29/05/2026



26/06/2026

## How to apply

### Application Method :

Not available



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## Product Marketing Executive

### Application Details

In order to work in Ireland a non-EEA National, unless they are exempted, must hold a valid employment permit. Please review the [Eligibility and requirements for an employment permit](#) if you are unsure of your eligibility to apply for this vacancy.

### Job Description

Job Title: Product Marketing Executive

Employer: Renewell Water

Location: Knockagh, Hackballscross, Dundalk, Co. Louth - A91 ENP6

Salary: €36,605 p.a.

Hours: 39 hours per week

Renewell Water is expanding, and we're looking for a Product Marketing Executive who knows how to turn powerful products into stories that resonate and sell. If you understand customers as deeply as you understand market dynamics—and you enjoy building bridges between product, sales and marketing—this role sits right at that intersection.

#### About the Role:

The Product Marketing Executive will support and coordinate go-to-market strategies for key product lines, ensuring each product in our portfolio is positioned for success from day one. You'll craft the narrative, shape the product message, and empower internal teams with the tools and insight they need to win in a competitive market. Your work will directly influence demand, growth, and customer perception.

#### Key Responsibilities:

##### Go-to-Market Strategy

Lead launch strategies for new and existing products, defining target audiences, positioning and messaging.

Ensure tight alignment between product, sales, and marketing throughout the full launch lifecycle.

##### Messaging & Positioning

Develop clear, compelling value propositions that translate technical capabilities into customer benefits.

Maintain consistent product messaging across all brand channels.

#### Content Creation

Manage the development of marketing assets such as product images and videos, graphics, blog articles, sales decks and email campaigns.

Ensure content is educational, persuasive and aligned with commercial goals.

#### Sales Enablement

Equip sales teams with training, competitive insights, and selling frameworks.

Develop pitch materials and product guides that support conversion at every stage of the funnel.

#### Market & Customer Insight

Conduct research to map the competitive landscape, understand market opportunities, and identify emerging trends.

Gather direct customer insights to inform product decisions and refine messaging.

#### Cross-functional Collaboration

Work closely with product specialists, sales, digital marketing, and leadership teams to ensure alignment between roadmap, positioning and growth strategy.

Act as the voice of the customer across all internal discussions.

#### Required Skills & Experience:

Strong communicator capable of turning complex, technical topics into easy-to-understand narratives.

Strategic thinker with experience planning go-to-market strategies and anticipating market shifts.

Data-driven mindset, comfortable analysing performance, customer data and market research.

Confident collaborator—experienced in working with multidisciplinary teams.

High empathy and customer-first thinking.

Experience in water filtration, home appliances, consumer products, or health & wellness sectors is a plus (not mandatory).

1–3+ years in marketing, product management or similar roles.

- **Sector:** wholesale and retail trade; repair of motor vehicles and motorcycles

#### **Career Level**

- Experienced [Non-Managerial]