



About Björn Borg

Björn Borg has become a sports fashion brand that can't be ignored. Björn Borgs products are sold via Wholesale Distribution, own retail, and own E-com. Björn Borg is on an exciting journey and the ambitions are clear – Become the number 1 Sports Fashion brand in the world. They constantly challenge each other to push themselves a little further, whether it is at work, in the gym or in life in general. Björn Borg aims to offer a company culture built on high ambition, drive and strong passion with a team spirit that will give employees the power to succeed, and they value a positive mindset that provides the strength to be the best at what they do.

About the Role

Björn Borg is now looking for an Affiliate Specialist – a key player within affiliate marketing, responsible for developing and scaling the company's affiliate channel globally. In this role, you'll manage and strengthen existing partnerships while proactively identifying new collaborations and initiatives that drive sales growth and increase brand visibility across Björn Borg's markets.

The position reports to the Performance Lead and comes with strong ownership and independence to drive and develop the affiliate business. As a central part of Björn Borg's E-commerce team, you'll have both the freedom and the expectation to explore, test, and grow new affiliate initiatives that push the boundaries of performance marketing.

You'll join a dedicated, high-performing team where everyone works towards the same goal – driving the company's digital growth forward.

In this role, you will:

- Manage and develop partnerships within existing affiliate networks (Awin, Adtraction, CJ)
- Identify and establish new collaborations beyond traditional platforms
- Plan and execute campaign offers in close collaboration with colleagues across e-commerce and other teams

- Work closely with the Analytics Lead to ensure accurate tracking, reporting, and follow-up of key KPIs – and to turn insights into action that drives performance
- Take initiative to identify new, high-value partners and platforms that align with Björn Borg's brand and audience
- Negotiate placements and collaborations with creativity and commercial edge
- Stay up to date on trends and opportunities within affiliate and digital marketing
- Contribute to making the affiliate channel a central driver of Björn Borg's digital growth journey

Qualifications and Requirements

- The right candidate for this role has:
- A few years of hands-on experience within affiliate marketing, preferably in retail or e-commerce
- Proven experience managing partnerships within affiliate networks (Awin, Adtraction, CJ)
- Experience working across multiple markets or in a global context
- A strong commercial mindset with the ability to negotiate and build long-term, high-value partnerships
- Familiarity with KPIs such as ROAS, cost per order, and conversion rate – and how to turn performance data into actionable insights
- Strong communication skills in English (Swedish is a plus)
- You're motivated by growth, ownership, and seeing the direct impact of your partnerships

You are proactive and business-driven, with a collaborative mindset and a genuine passion for performance marketing. You thrive in a dynamic environment where results, relationships, and creativity go hand in hand — and you bring the energy to turn opportunities into measurable impact.

Application Process

- This is a full-time position based at the Head Office in Stockholm, with a hybrid setup (at least 3 days in the office).
- This recruitment process is handled through E-commerce Recruit, should you have any inquiries about the position, please feel free to reach out to Camilla Eriksson at camilla@ecommercerecruit.se. We evaluate applications continuously, so we recommend submitting yours early to be part of our review process.
- Apply here: <https://www.ecommercerecruit.se/jobs/987-affiliate-specialist/>