



Marketing Internship in Amsterdam

Björn Borg (www.bjornborg.com) has become a sports fashion brand that can't be ignored. Björn Borg products are sold via our Wholesale Distribution, own retail and own E-com. Our brand is on the rise, and you do not want to miss this opportunity to take on the internship of a lifetime!

We are on an exciting journey and our ambitions are clear – **Become the number 1 Sports Fashion brand in the world.** Björn Borg aims to offer a company culture built on high ambition, drive and a strong passion with a team spirit that will give you the power to succeed, and we value a positive mindset that can provide us with the strength to be the best at what we do.

As a Marketing intern, you play a crucial role within our Benelux Marketing Team. In this function you report to the Brand Activation Manager Benelux. Within the Bjorn Borg Benelux organization, you are one of the links to make the brand better and will be a great addition to the team due to your enthusiasm and passion to grow the brand together. With multiple exciting projects in plan for 2025 and a small local team, this internship will let you experience all different sides of working in Marketing.

Your tasks & responsibilities:

- Assist the Marketing team with Brand Event roll-outs (influencer collab launch, sponsored running events, ABN Amro Tournament, influencer events – multiple categories).
- Create and take ownership of your own seeding plan for each season launch.
- Responsible for new local PR send-out strategy.
- Monitor trends in the BNLX market and share relevant insights.
- Assist in identifying and managing relationships with local influencers, athletes, trainers and brand ambassadors in line with Björn Borg's brand values (NL & BE).
- Support in projects with the Brand Activation Manager to guard our One Brand strategy across the BNLX market.

Skills & experiences

- Enrolled at a relevant applied university or university (bachelor).
- You have command of the Dutch and English language both verbally and in writing.
- Available for 5-6 months for 32-40 hours per week.
- Living within a 1-hour one-way commute from our Amsterdam office.
- Flexible, curious, well-organized, eager to learn, open to challenges, and passionate about sports (and preferably fashion).
- Experience working with Microsoft Office applications (Word, Excel, PowerPoint).

As a person, you are an easy-going and communicative team player who is happy to contribute to a good atmosphere in the group. You have the ability to independently drive your work forward and take responsibility for your tasks being completed on time and with high quality. If you are also solution-oriented, curious and thrive in an environment with constant development, we think you will be a perfect fit at Björn Borg.

An organization where you will have opportunities for personal and professional growth!

We are an ambitious organization that sets clear goals and pursues performance management. The company culture is characterized by openness, a high sense of responsibility, short lines of communication, a young dynamic and informal atmosphere where people work with great enthusiasm and energy! One of our regular habits is "Sportshour". Every Friday from 11:00 to 12:00 we workout with the whole company.

We continue to structurally improve and build on the values of our organization:

- **Passion** Stands for working with passion at Björn Borg to get the best out of yourself and the brand every day;
- **Empowering** We show that we care about each other, encourage each other to keep developing ourselves and the brand to keep developing even beyond what you thought was possible;
- **Winning Attitude** A winning attitude means going for the win. You win for yourself, and you win for your team. But most important of all, we never give up, but most important of all, we never give up. and believe that we have power to win.
- **Bold** We don't believe in standard. We stand up for what we believe is right, regardless the consequences. We do things our way, and in doing so we encourage people to do the best they can;
- **Magnetic** The appeal of our brand comes from within. From Björn Borg and our team, you want to be a part of it. It makes us attractive because of who we are, and we have confidence in this. Self-confidence and expression are central to this.

What do we offer?

- €350,- internship allowance (based on a full-time position).
- Travel costs reimbursement.
- A company laptop for the duration of the internship.
- A brand-new office & showroom in the heart of Amsterdam.
- At Björn Borg you work in a dynamic and inspiring work environment where professionalism, team spirit, humor and personal development play an important role.
- 40% Björn Borg employee discount.

How is the interview process?

You can apply for this vacancy by sending your CV & cover letter to roos.haarlemmer@bjornborg.com.

If your application is successfully reviewed, you will be invited for a first interview (in person). Do not hesitate to contact our team at any stage of your application.