



Björn Borg is looking for a Brand Activation Intern

We are looking for a new star to our Brand Activation team. The internship is a period of 20 weeks, on site at our head office in Solna, starting in Q1 2026. As a person, you are driven, love to work towards high goals and have an interest in Partnership, PR, Event and social media.

The internship will include:

- Tools and strategies linked to Offline and Online Marketing with a focus on driving brand awareness, preference and conversion.
- Relationship building activities within Partnerships, Event and PR.
- Project management of Offline Activations.
- Evaluation and analysis of collaborations, channels, and the outside world in order to constantly develop and drive Björn Borg's work within Brand building forward.

We are looking for someone who:

- Studies relevant education in marketing, advantageously in Offline activations and Online activations.
- Is available for a longer internship period (preferably one full school semester).
- Has a passion and understanding for social media and brand building.
- Is a "doer" and loves to take own initiatives.
- Thrives in a fast-paced, dynamic and eventful environment with many projects and activities running in parallel.
- Is creative and at the same time structured.
- Driven by clear goals and high ambitions.
- Likes to train and thrives in a sporty work environment

We offer you:

An opportunity to develop and grow widely in the area together with driven, goal-oriented and talented colleagues. Maintaining and continuing to develop good relationships between us and with our community is something we prioritize highly, every day and in all roles.

At Björn Borg you also have the opportunity to work out together with the team every day – training together is an important and very fun part of our culture.

Björn Borg as a workplace

We are on an exciting journey and our ambitions are clear – **Become the number 1 Sports Fashion brand in the world.** We constantly challenge each other to push ourselves a little further, whether it is at work, in the gym or life in general. 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.

Are you the one we're looking for?

Send your CV and cover letter, either in Swedish or English, to rebecca.ekdahl@bjornborg.com . We look forward to receiving your application!

For more information, visit our website www.bjornborg.com.