



Brand Activation Manager Belgium | Antwerp

(Full-time or halftime – minimum 50%)

We are on an exciting journey, and our ambition is bold: to become the number one sports fashion brand. At Björn Borg, our culture is defined by high ambition, relentless drive, and a deep passion for what we do.

As Brand Activation Manager Belgium, you are the beating heart of our brand in the market. Your mission is simple yet powerful: build awareness, create buzz, and make Björn Borg the most talked-about sports fashion brand in Belgium.

You are a people person — social, fearless, and full of energy. You know how to connect with communities, gyms, studios, and influencers, and you're not afraid to roll up your sleeves to make things happen. Whether you're hosting an event, partnering with a fitness studio, or seeding products to the right people, you bring our brand to life in the real world.

You feel at home in a training environment — you work out, you move, and you understand the mindset of the active community. You live the lifestyle our brand represents.

Your tasks & responsibilities

- Develop and execute brand activations that drive awareness and brand heat in Belgium
- Build partnerships with gyms, fitness studios, sports clubs, and cultural communities
- Organize and host events that make people feel — and remember — Björn Borg
- Lead product seeding to create organic visibility
- Identify and nurture key brand ambassadors and local heroes
- Collaborate with the Global Marketing team in Stockholm to create alignment across all markets
- Oversee activation budgets and planning

Your profile

- 2+ years of experience in brand activation, marketing, events or training environment — ideally within sports, fashion, or lifestyle
 - Fluent in English and Dutch, French is a plus.
 - A true connector: confident, social, and naturally building relationships wherever you go
 - Hands-on, proactive, and not afraid to take ownership from idea to execution
 - Skilled in planning, project management, and event execution
 - A sense of style and understanding of youth and fitness culture in Belgium
 - You live an active lifestyle and feel energized in a gym or sports environment
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Who you are

You're bold, energetic, and love being out there — not behind a desk. You thrive in a fast-paced environment where no two days are the same. You are curious, independent, and solution-oriented, with a natural drive to make an impact.

What we offer

- A competitive salary and great benefits — including phone, laptop, pension plan and 40% employee discount
 - A hybrid work model with a mix of office and fieldwork
 - Twice-yearly travel to Stockholm, Sweden, for our Global Brand Summit
 - An energetic, and sporty team that values ambition, humor, and drive
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How to apply

Send your CV and cover letter to ansokan@bjornborg.com.

You'll receive an email confirmation once your application has been processed. Shortlisted candidates will be invited to an in-person interview. We usually make our decision after two to three rounds.
