



Marketing Internship – Brand Activation | Amsterdam (NL)

Björn Borg has become a sports fashion brand that can't be ignored. We are on an exciting journey, and our ambition is bold: to become the number one sports fashion brand. From underwear to sports apparel, we create products that combine performance and style, brought to life through bold brand activations, strong partnerships and a growing local community.

At Björn Borg, our culture is defined by high ambition, relentless drive, and a deep passion for what we do. Team spirit is at the heart of our success, empowering every individual to thrive.

As a **Marketing Intern – Brand Activation**, you will be part of the Marketing team in Amsterdam, working closely with the Brand Activation Manager. This is a hands-on role where you'll be directly involved in executing events, PR send-outs partnerships, and collaborations in the Netherlands.

With an ambitious team, you won't be on the sidelines, you'll be actively contributing and taking ownership from day one.

What you'll be working on

- Support the execution of **brand activations and events** (e.g. influencer events, sports partnerships, tournaments and community activations)
- Take ownership of **seasonal product seeding**, including planning, coordination and follow-up
- Assist in **building and managing relationships** with local influencers, athletes, and brand ambassadors.
- Support in identifying new **talent and collaboration opportunities** that fit Björn Borg's brand identity
- Help develop and execute **local PR and gifting strategies**
- Monitor **trends** in the Dutch market (social, influencers, sports & fashion) and translate these into actionable insights

- Support the Brand Activation Manager in ensuring strong and consistent **brand execution** across all local touchpoints
- Be hands-on in day-to-day operations: from coordinating shipments to being present on-site at events

Who we're looking for

- Currently enrolled in a relevant HBO or university bachelor's degree
- Available for 5–6 months (32–40 hours per week)
- **Fluent in Dutch** and comfortable working in English
- In possession of a **driver's license (B)**
- Living within ~1 hour travel distance from Amsterdam
- Strong interest in **marketing, influencer marketing, sports and/or fashion**
- Proactive, organized and not afraid to take ownership
- Comfortable in a dynamic environment where no day looks the same
- A team player with a hands-on mentality

What you can expect

- A challenging internship with real responsibility and learning opportunities
- Direct collaboration with the Brand Activation Manager and close involvement in key projects
- A dynamic and informal work environment with an ambitious and energetic team
- A brand-new office and showroom in Amsterdam
- Weekly "Sportshour" with the full team
- €350 monthly internship allowance (based on full-time)
- Travel cost reimbursement
- A company laptop during your internship
- 40% employee discount on Björn Borg products

Interested?

Send your CV and motivation to roos.haarlemmer@bjornborg.com.

If there's a match, we'll invite you for an in-person interview at our Amsterdam office.