



## **Björn Borg is looking for a Social Media Manager**

As a Social Media Manager, you will drive our social channels forward with a focus on growth. This by creating and analyzing content and engaging Björn Borgs global community. You will work closely with our influencer team to consistently achieve high results in terms of reach, commitment and sales. You are also the responsible claimant of paid social via an agency.

Instagram is an arena you handle flawlessly, but also have good knowledge of all other social channels, such as Tiktok and Facebook. Influencer marketing is far from a new phenomenon for you, and creating magical content is one of your main specialties. You are a flawless writer both in English and in Swedish and have a true interest in social media both creating content and analyzing results.

You are an innovative, analytical and creative doer, unafraid of new challenges and tasks. Deep down, you know if this role is right for you. Online and digital business is the focus and this task is central to the brand's continued success.

The position is fulltime and you will be reporting to our Marketing Director at our head office in Solna, Sweden.

### **Björn Borg as a workplace**

At Björn Borg, we always strive to be the best at what we do. Whether it's making underwear or sportswear, we want to be world leaders in our way of working. We are on a journey with our brand and the ambitions are clear. We want to build the best sports fashion brand out there. We want our colleagues to push themselves longer, not only at work, but also in life - both mentally and physically. We challenge each other to get better and love development, both for oneself but also together because we know that it is people who make a difference.

Does it feel interesting? If so, show your interest [here](#).