



Marketing Project Coordinator | Amsterdam

Björn Borg (www.bjornborg.com) has become a sports fashion brand that cannot be ignored. 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 Project Coordinator, you play a crucial role in our Benelux Marketing Team. In this role, you report to the Trade Marketing Manager Benelux. In your role you will contribute to the visibility of Björn Borg as a multi-category sports fashion brand by using our brand values in on- and offline environments. This varies from sports events to shop-in-shops, fairs and showrooms in Benelux.

You have **passion**, share our culture, and have a **winning attitude**. We encourage **bold** choices and **empowering** each other to grow. Our unique commitment to self-expression, self-assurance, and **magnetic** appeal makes us an exceptional employer, driving talent and fostering individuality.

Your main tasks and responsibilities

- You are responsible for the roll-out of different Marketing projects within our Wholesale accounts & own Retail.
- You will collaborate with external suppliers and contractors regarding P.O.S. materials and services.
- You guard our “One Brand” vision in all your projects.
- You will assist the Trade Marketing Manager in Rolling out with Wholesale accounts agreed shop- in-shop concepts and events in an offline environment.
- You will work together with the Brand Activation Manager with the rollouts of Brand Events & Campaigns.
- Responsible for the showroom and its seasonal switches (4x a year).
- Responsible for strategic independent accounts.

Skills & experiences

- 1-2 years of relevant working experience.
- You have command of the Dutch and English language both verbally and in writing.
- You have a strong eye for Visual Merchandising, styling while always having the end-consumer in mind.
- You are an expert at planning and organizing in an effective and efficient manner.
- You can work with a given budget and spend it in the most effective way.
- The ability to take full ownership of your own projects and deliver great results in a fast-paced environment.

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 on 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. We never give up and believe that we have the power to win!
- **Bold** We don't believe in standard. We stand up for what we believe in, regardless of 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?

- You can expect a good competitive salary with great benefits such as a phone, laptop, pension plan, gym membership, development & training programs and an attractive employee discount of 40%.
- Hybrid work model - 3 fixed office days.
- Our headquarters are located in Stockholm, which means you will travel to Sweden twice a year for our GBS (Global Brand Summit).
- A brand-new office & showroom in Amsterdam with water-front view.
- At Björn Borg you work in a dynamic and inspiring work environment where professionalism, team spirit, humor and personal development play an important role.

How is the interview process?

You can apply for this vacancy by sending your CV & cover letter to hr.benelux@bjornborg.com. You will receive an email when your application has been processed. We will then evaluate whether the applicant meets the qualifications for the position. If your application is successfully reviewed, you will be invited for a first interview (in person). We usually make a decision after the second/third interview. Do not hesitate to contact our team at any stage of your application.

Do you have any substantive questions about this position?

Pelle, our HR Business Partner Benelux, is available to answer your question. Please contact us by emailing hr.benelux@bjornborg.com.