



Job Posting

Brav is a major player in the sports and outdoor industry and manages some of the most influential brands in the marketplace, including Swix, Toko, Lundhags, Ulvang and Helsport. We also own and operate skisporet.no.

The mission of Brav is to improve our customers' quality of life. Acting responsibly, we do this by connecting and developing the best talents in the sport and outdoor industry – and support them to develop and produce the most innovative products and services. Our company and community are built upon three values; teamwork, passion and courage, with a strong vision to turn dreams into memories – for our customers and for our employees.

Brav has offices and own companies in Norway, Sweden, Finland, Lithuania, Germany, Russia, Switzerland, Japan and the United States. Our products are sold in more than 30 countries worldwide, see www.brav.com for more info.

Job opportunity:

Brav PR, Ambassador and Event coordinator

Do you want to be part of the journey to take Lundhags, Swix, Ulvang & Helsport to the next level?

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We are searching for an organized, creative, and outgoing individual who can be a positive contributor to our marketing team. You like multitasking and you are able to identify and plan for what lies ahead. You thrive in a creative and fast-paced environment and you master the skill of keeping your head cold when deadlines are close.

You will be responsible for Events, PR and ambassadors for the Brav brands (Lundhags, Helsport & Ulvang) in Sweden as well as prioritized international markets. You will work closely with the Brand Marketing Managers and be part of the Ecom & Marketing team. You will be placed in the Brav office in Stockholm, together with the Lundhags marketing team. You will collaborate with a solid team of in-house resources such as graphic designers, videographers, photographer, and eCommerce experts to help you perform.

Main Areas of Responsibility:

Events

Coordinate, manage and evaluate events for our brands. Both digital and physical and both own and together with partners. Together with the Brand marketing managers you will set the strategy and plan for the events to execute during the seasons.

Ambassadors & partners

Execute the ambassador programs for our brands on all markets. Planning events and activities. Spot and suggest new relevant ambassadors for our brands. Contact with ambassadors incl. ordering products etc. Have in-depth insight into all our agreements and make sure that we deliver as promised and utilize the marketing opportunities across all channels.

PR

Responsible for implementing brands PR and media strategy, building our brand's reputation and ensuring effective media coverage. Responsible for the creation and managing of media releases/media kit/media events and forging relationships with journalists and key influencers. You'll monitor publicity and conduct research to find out the concerns and expectations of the brand's stakeholders.

Qualifications Requirements:

- Minimum 3 years academic degree (bachelor or similar) within sports/event/project management, Communications, Marketing or similar.
- Very good Swedish and English language skills, both verbally and written. Additional languages are a bonus; Norwegian
- Relevant experience from Pr, events and sponsorship work

Personal Attributes:

- Professional attitude and team player.
- Outgoing, confident and ambitious
- Creative and like using new technologies and tools
- Structured and methodical, knowing that the "devil is in the details".
- Strong work ethics
- Strong tolerance for high pace work environment
- The ability to multitask and work under pressure.
- You are brave and dare to stand out from the crowd and do something different.
- Capable of dealing with rapid changes in technology and market needs.
- You have a genuine interest in sport and an active lifestyle.

What we can offer you:

- Great brands that have an exciting journey ahead
- Work in a fast-paced organization with high ambitions
- A driven, young and highly-skilled marketing team
- Diverse work tasks
- The possibility to influence your work and set strategies
- Beautiful office in Fiskartorpet

Type of Employment: Permanent Employment

The position is located in: Fiskartorpet, Björnäsbacken 15, Stockholm

Reports to: Brand Marketing Manager Lundhags

How to Apply: Send CV and personal letter to caroline.karlstrom@brav.com

Applications Deadline: 5 february 2022