

Head of Football, Marketing

Are you a proven leader from the sports industry with a deep understanding of football, sponsorships, and wholesale?

Do you thrive in both setting strategic direction and leading operational execution? If so, hummel is looking for a Head of Football to drive our global football initiatives to the next level.

Welcome to hummel

At hummel, we're not just a sports brand — we're a movement with a strong heritage in football.

From grassroots to top-tier sponsorships, football is a cornerstone of our identity. We combine performance, purpose, and style to connect with clubs, players, and communities around the globe.

As our new **Head of Football**, you will be part of the **Global Marketing team**, reporting directly to the **Global Director of Marketing**.

You will play a key role in shaping hummel's global positioning within the football category — not only by building and executing a strong brand direction, but also by driving commercial impact across sponsorships, wholesale, grassroots and teamsport channels.

You will lead a passionate and skilled team of five professionals who work across football sponsorships, partner clubs, wholesale initiatives, and local community programs.

This role is both strategic and hands-on, requiring a leader who can inspire others, make things happen, and create visible brand results in the football world.

Key Responsibilities

- Set and execute the global football strategy across brand, sponsorships, wholesale and grassroots.
- Lead, motivate, and develop a team of five football-focused marketing and partnership specialists.
- Define and strengthen hummel's football brand positioning across all levels of the game.
- Drive commercial growth through strategic partnerships with clubs, federations, leagues, wholesale partners and own channels.
- Ensure alignment across departments — especially Sales, Product, and International Markets — to integrate football initiatives into wider business objectives.
- Oversee and optimize football marketing budgets, KPIs, and performance tracking.
- Represent hummel at major football events, activations, and partner meetings.

Your Profile

- 7–10 years of experience in the sports industry — **football experience is essential**.
- Proven ability to balance **brand leadership** with a **commercial mindset**.
- Experience with sponsorships, partnerships, and wholesale in the football or sportswear sector.
- Strong leadership skills and the ability to align and inspire internal and external stakeholders.
- A strategic thinker who's not afraid to roll up your sleeves and execute.
- Experience in working across international markets and culturally diverse teams.
- Willingness to travel regularly, primarily within Europe.
- Fluent in English (Danish is a plus).

Why hummel?

Based at our global HQ in Aarhus, Denmark, you'll be part of a globally recognized brand with deep roots in football and strong ambitions for the future.

At hummel, we foster a collaborative, high-paced, and purpose-driven environment where you'll have room to grow and a platform to leave your mark.

Interested?

Apply as soon as possible, as we interview candidates on a rolling basis.

We look forward to hearing from you and exploring whether you're the right fit to lead the next chapter of hummel's football journey.