

SPORTS CONTENT PRODUCER

You know a good sports story when you see one. And you know how to turn it into content people actually want to watch. You are curious about the people, clubs and communities behind the game, and you are just as comfortable finding the angle as you are picking up the camera and bringing it to life.

ABOUT THE POSITION

Location: hummel headquarters, Balticagade 20, 8000 Aarhus C

Team: Group Marketing

Hours: Full-time

Deadline: September 13, 2026

THE OPPORTUNITY

At hummel, we have never played it safe. We are a challenger brand with over 100 years of history and the hunger of a team that still has something to prove. We do not chase size, we chase relevance, quality, and doing business in a way we are proud of.

Today that means +1000 colleagues across six global subsidiaries, partnerships with 400+ clubs and federations, and a presence across several global markets. Our headquarters are in Aarhus, and we are backed by the ownership of Thornico Group. You will join our Group Marketing team of around 20 people, working across brand, creative, social media, sponsorships, retail and commercial marketing. You will work closely with our Global Social Media Lead, creative colleagues, clubs, athletes, federations and grassroots communities.

THE ROLE

Your role is to find original stories from across the world of sport, from grassroots to professional level, and turn them into strong, relevant content for hummel's global channels. This is a hands-on production role where you own the process from research and idea development to filming, interviewing, editing and final delivery. A major part of the job is short-form social content, where strong hooks, pace and platform understanding matter just as much as visual quality.

YOUR PLAYING FIELD

- Find and develop authentic sports stories that show sides of the game people do not usually see, from quirky grassroots clubs to professional athletes and communities.
- Own productions from idea to finished asset: research, concept, storyboard, production planning, filming, sound, lighting, interviews, editing, subtitles, graphics and delivery.
- Create short-form content for Instagram, Facebook, TikTok and YouTube, with a strong understanding of hooks, pacing, audience retention and platform behaviour.
- Build relationships across the sports world and be comfortable both behind the camera and, when the format calls for it, in front of it for informal interviews or social-first storytelling.

MAKING THE TEAM

You bring a player mentality to everything you do. You ask questions other people have stopped asking - not to slow the game down, but because the right question usually changes where it goes. When something clicks, you share it. The people around you get sharper because you are there, and you know it goes both ways.

You care about winning - and you know that winning means the work actually moved something that mattered. A result that looks good on paper but lands nowhere is not a result. Curiosity is how you learn and how you show up every day.

YOU BRING

- Solid hands-on experience with video production, filming and editing, ideally from sports media, journalism, a production company, agency or consumer brand.
- Strong technical skills with camera, sound, lighting and editing software, combined with a good visual eye and an instinct for storytelling.
- Experience producing short-form social content and a clear understanding of how storytelling changes when you have seconds, not minutes, to earn attention.
- A genuine interest in sport, confidence approaching people and conducting interviews, willingness to travel, and fluency in Danish and English.

YOUR FIRST SEASON

After 2 months

- You understand hummel's content universe, our channels and the people you need to work with to get stories made.
- You have already started building a pipeline of stories and have taken your first productions from idea to finished content.
- You know the production standards, brand expression and workflows well enough to work independently in the field.

After 4 months

- You are consistently finding stories that feel fresh, authentic and relevant to hummel.
- Your short-form content is landing with the right hooks, pacing and platform fit, and you are using performance feedback to sharpen the next piece.
- Clubs, athletes and colleagues trust you to turn real moments into strong content without overproducing them.
- You are not just delivering content. You are helping raise the level of how hummel tells stories through sport.

THE HUMMEL WAY

We have been a challenger since 1923. Sport is how we think here. You will feel it in how people show up, how credit gets shared, and how problems get solved.

In practice, that means four things.

Own it, real responsibility from day one, no hiding behind process. **Customer first**, you build for needs, not internal comfort. **Create with passion**, we back people who challenge the way things are done. **Collaborate to win**, nobody scores alone, and when something lands, everyone knows who made it happen.

WITH US, YOU GET

- Real ownership. You are one of the few in your field, with the space to go deep and the scope to work across levels
- Work where your efforts clearly connect to commercial outcomes
- Colleagues who challenge you professionally
- Flexible working hours and a genuine commitment to health and wellbeing - including dedicated time each week to move, recover and recharge
- An active staff association called hummelbien that keeps your off-pitch energy high

READY TO PLAY?

Send your application and CV no later than **September 13, 2026**. We look at applications as they come in and may close early if the right player shows up.