

Content Creator – Paid Social, hummel

You want to go deeper, get better, and make your craft shape the outcome. Not only your own - the team's and the business's. You are not the expert who sits in the corner. You are the one who shares what you know, challenges what you hear, and gets sharper by being around equally good people. If that is how you play - we want you on our team!

ABOUT THE POSITION

Location: hummel headquarters, Balticagade 20, 8000 Aarhus C

Team: ECOM

Hours: Full-time

Deadline: September 20, 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 translates into a team of 1,000+ colleagues spread across six global subsidiaries, working with more than 400 clubs and federations worldwide. Our Headquartered is in Aarhus, Denmark and we're proudly backed by the Thornico Group. You will be joining an E-commerce team of 14 people responsible for growing hummel's e-commerce business through high-performing paid content across the hummel Group, working closely with the Buying team and our external creative agency and reporting directly to Head of E-commerce.

THE ROLE

We play on the team that has the most fun - and we always play offense. Demand for content is growing fast, and so is our ambition. We are building strong in-house capabilities to produce, test, and scale high-performing video content for paid social - with Facebook and TikTok at the centre of it. This role needs someone who does not just create content, but obsesses over whether it performs: someone who can take an idea from script to screen and keep iterating until the numbers say it works.

YOU PLAYING FIELD

- Own the full production of paid social and e-commerce video content - from idea to final cut - and keep the output flowing at the pace paid media demands.
- Decide which hooks, formats, and messaging angles to test next based on what the data tells you - and know when a winning creative is ready to scale.
- Be comfortable stepping in front of the camera yourself - a lot of what works best is you, talking straight to the viewer, not a polished studio shoot.
- Shape how our products and brand show up on paid channels - primarily Facebook
- Move fast: turn sales trends, product pushes, or a cultural moment into relevant content within days, not weeks.
- Keep a steady pipeline of fresh, performance-driven content running across categories, target groups, and markets.

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

- 2-3+ years of experience in content creation, ideally already in a similar role within e-commerce, fashion, or performance marketing.
- Not camera-shy! comfortable being the face of the content yourself when that's what gets the best result.
- Hands-on, end-to-end experience creating video for paid social: scripting, shooting, editing, and adapting for Facebook
- A track record of using performance data - hooks, pacing, storytelling - to turn insights into new ideas. You care about results, not just output.
- It's a plus if you've created content for an international brand across multiple markets - and know how to adapt tone and format without losing what makes the content work.
- Fluent in Danish and English, and thrive in a fast-paced environment with short deadlines and non-stop testing.

YOUR FIRST SEASON

After 2 months

- You know the game, the team and how we keep score - enough to start playing
- You have asked the questions and started forming your own answers, putting what you learn to use immediately
- You have produced and shipped your first pieces of content for the e-com campaigns - not just planned or scripted it, but actually gotten it live
- You have probably already been to a Friday bar, joined a social run or a hummel workout session - and understood that mental health and wellbeing is not a perk here. It is part of the culture

After 4 months

- Your craft is connected to results that would not have happened without you
- You have found your rhythm and the people around you can feel it
- You are energised by the colleagues around you - and they are sharper for having you there
- You are not only performing at the level. You are raising it

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 20, 2026**. We look at applications as they come in and may close early if the right player shows up.