

SENIOR CREATIVE, KIDS & SPORTSWEAR

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: 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 across several global markets. Our headquarters are based in Aarhus, Denmark, 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 Product, E-commerce, Production and colleagues across Marketing, and report directly to the Marketing Lead, Kids & Sportswear.

THE ROLE

Your job is to shape how hummel Kids & Sportswear comes to life visually. You will turn product stories, category priorities and campaign briefs into strong creative concepts, and then take those ideas all the way into finished executions across the consumer journey. This is a senior hands-on creative role for someone who cares as much about the craft as the idea.

YOUR PLAYING FIELD

- Own the creative development of Kids & Sportswear campaigns, from initial idea and visual direction to finished execution.
- Translate product and category stories into distinctive creative concepts that are relevant to consumers and recognisably hummel.
- Create master assets and campaign toolkits that work across social, digital, e-commerce, retail and wholesale touchpoints.
- Make creative decisions on visual direction, typography, layouts and asset adaptation while protecting consistency across channels and markets.
- Work closely with the Marketing Lead, Kids & Sportswear, and collaborate with Product, E-commerce, Production and local markets to make sure the work lands commercially as well as creatively.

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

- 3-5 years of relevant experience in creative concept development, art direction and/or graphic design, ideally from sportswear, fashion, lifestyle or another international consumer brand.
- A strong portfolio that shows both conceptual thinking and excellent design craftsmanship, including typography, composition and visual systems.
- A track record of taking briefs from early concept through to final execution across multiple channels, formats and consumer touchpoints.
- Strong collaboration skills, confidence in Adobe Creative Cloud or equivalent design tools, AI driven and fluent communication in Danish and English.

YOUR FIRST SEASON

After 2 months

- You understand the Kids & Sportswear categories, the seasonal priorities and the way Marketing, Product, E-commerce and Production work together.
- You have built a close working rhythm with the Marketing Lead, Kids & Sportswear, and are already contributing your own creative perspective to briefs and campaigns.
- You have started shaping and executing creative work that feels both commercially relevant and unmistakably hummel.

After 4 months

- You are independently driving creative concepts and visual directions for Kids & Sportswear campaigns.
- Your work is moving confidently from concept to finished assets across channels and markets.
- Colleagues see you as a strong creative partner who challenges briefs constructively and raises the quality of the work around you.
- You are not only delivering at senior level. You are helping raise the creative standard for the category.

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.