

MARKETING LEAD, KIDS & SPORTSWEAR

Do you like to play the game differently? And do you naturally explore what your team could be? A good coach turns potential into performance, and performance into results. Good teams meet expectations. Good coaches exceed them. At hummel, we have been playing it differently since 1923. We are looking for people who do the same.

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 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. In this role, you will work closely with Product, Sales, E-commerce, Creative and local markets, while leading one Senior Creative, Kids & Sportswear.

THE ROLE

You will own the marketing agenda and end-to-end Go-to-Market process for Kids & Sportswear. Your job is to turn product and commercial priorities into clear seasonal plans, strong campaigns and launches that work across markets and channels. You will be the key marketing link between Product, Sales, E-commerce and Creative, setting direction while making sure the work actually lands.

YOUR PLAYING FIELD

- Own the Go-to-Market strategy and seasonal marketing agenda for Kids & Sportswear, from priorities and planning through to launch.
- Translate product and commercial strategies into integrated campaigns with clear briefs, channel roles and market relevance.
- Lead cross-functional campaign planning across Product, Sales, E-commerce, Creative and local markets, keeping priorities clear and execution on track.
- Drive commercial activation across wholesale, D2C, retail and owned channels, ensuring launches are consistent, timely and effective.
- Lead and develop the Senior Creative, Kids & Sportswear, creating a strong partnership between commercial direction and creative execution.

MAKING THE TEAM

The best coaches do not play the game for their team. They create the conditions for the team to play better than they thought they could. You know when to step in and when to

step back. You take ownership without taking over. In this role, leadership is not about building a large team around you. It is about giving clear direction, making good decisions and helping a senior creative profile do their best work.

YOU BRING

- 3-5 years of relevant experience in category marketing, Go-to-Market planning or campaign management within an international consumer brand.
- A strong commercial understanding and the ability to connect product, brand and sales priorities in one coherent marketing plan.
- A track record of leading cross-functional campaigns across multiple markets, channels and seasonal deadlines.
- Fluent communication skills in Danish and English.
- The confidence and judgement to lead and develop a senior creative profile, while staying hands-on in the work yourself.

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 WILL GET

- The scope to shape your area and move it forward.
- Flexible working hours and a genuine commitment to health and wellbeing - including dedicated time each week to move, recover and recharge
- A brand with over 100 years of history and a unique culture
- Exposure to a genuinely international business across markets, subsidiaries, partnerships across football, handball, lifestyle and beyond
- 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.