



Senior CRM Analyst

The banking and digital marketing landscape is shifting fast, and Danske Bank is moving with it. As a Senior CRM Analyst, you will shape how we reach over 200,000 small and mid-sized corporate customers across the Nordic countries through data-driven campaigns. You will apply your Adobe competencies to turn complex data into targeted campaigns and customer journeys. You will gain real ownership of your work, collaborate across borders, and grow your skills in a team that values curiosity and shared learning.

What you will be doing

You will join the BC Analytics & Insights team, a Nordic group working at the intersection of data, marketing, and commercial strategy. The team operates in an agile sprint environment and works closely with Marketing and Commercial Planners across Denmark, Sweden, Norway, and Finland. Your work will directly support the Business Customers unit, helping ensure that campaigns and customer journeys are built on solid, well-structured data and audience logic.

More specifically, you will:

- Translate campaign briefs into technical campaign flows and audience logic in Adobe
- Build and process complex target groups for campaigns, customer journeys, and customer signals
- Support colleagues in Adobe usage as Danske Bank transitions from SAS360 to Adobe
- Collaborate with Marketing and Commercial Planners to identify relevant target groups
- Keep stakeholders informed on progress and ensure alignment with commercial strategies

About you

- Experience working with Adobe MarTech solutions

- Solid SQL skills and a structured, data-driven approach
- Strong communication skills in English, both written and spoken
- Commercial mindset with the ability to translate business needs into data logic
- Comfortable working independently and managing multiple tasks
- Embrace change and integrate AI into your daily work
- Curious, open to questioning existing approaches, and willing to share knowledge with colleagues

Experience with B2B customers or the banking industry is a plus, as is familiarity with platform migration projects or working in agile teams with remote members across different countries.

What we offer you

This role is based in Denmark and follows a hybrid working model, with three to four days per week in the office to support collaboration and knowledge sharing. You will have genuine autonomy in your work and access to continuous learning opportunities that support your long-term development. The team is skilled, collaborative, and committed to doing good work together.

Are you ready for the next step?

If this sounds like the right move for you, we welcome your application. Feel free to reach out to Louise Nørsten, Head of Analytics & Pricing, at lnrs@danskebank.dk if you have any questions before applying.

We review applications on an ongoing basis, so we encourage you to apply as soon as.

We look forward to hearing from you!

Danske Bank

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Ansøgningsfrist

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Senior CRM Analyst

Kontaktperson

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