

Digital Discovery and Growth Lead, Digital sales and Engagement Nordic, Personal Banking

Would you like to help shape the next generation digital sales and customer engagement capabilities at Nordea? We are looking for a Digital Discoverability & Growth Lead to strengthen our visibility across external acquisition channels, with a particular focus on the growing role of AI platforms. This Nordic role connects local Digital Sales & Engagement teams with Group technology development: your role is to shape the strategy & roadmap and steer its execution while also driving selected development initiatives yourself. This is a permanent position.

About our team

Meet the Nordic Digital Sales & Engagement team in Personal Banking. We develop best-in-class customer experiences to our current and future customers. Digital Sales & Engagement is central to Nordea's strategy and you will be entering an exciting stage of our transformation, in a role that will directly influence Nordea's future success.

Collaboration. Ownership. Passion. Courage. These are the values that guide us in how we work and how we make decisions – and that we imagine you share with us.

Main responsibilities in this role:

- You will own and drive Personal Banking's discovery and acquisition strategy across external and open marketing channels. Your focus will be to strengthen our commercial presence, particularly across AI-powered ecosystems, so that Nordea's products, services and expertise are visible when customers explore, ask questions and make decisions outside our authenticated channels.

- Set and drive execution of the discoverability strategy across AI, search, social media and performance marketing, covering paid and organic/owned channels.
- Act as business owner for related AI platform applications, development and maintenance.
- Develop measurement for visibility, qualified traffic, conversion and marketing efficiency, and enable experimentation and optimisation.
- Partner with Group functions, marketing, agencies and local digital sales teams to drive selected development initiatives.
- Act as the functional lead for senior team members focused on the related development initiatives (SEO, open pages development, content) to secure consistent strategy delivery.
- Monitor changes in platforms, algorithms and AI agents, and drive innovation&change to turn emerging opportunities into action.

The role can be based in Helsinki, Copenhagen, Stockholm or Oslo and may include some travel within the Nordics.

Who you are

This is the right role for you if you are enthusiastic about how AI is reshaping customer behaviour and have experience working with relevant platforms. Your seniority, background and structured way of working enables you to lead the capability development from strategy creation and anchoring to delivery. You are motivated by tangible results in customer engagement, satisfaction and sales.

Your background and skills include:

- Deep understanding of how AI is changing customer behaviour and the marketing landscape, including the opportunities and requirements it creates.
- Extensive experience in paid and organic marketing (including operational knowledge, strategy development and performance management).
- Experience with related technologies and ability to shape requirements as a business representative.
- Strong people and stakeholder leadership skills, with senior level communication skills.
- Ability to understand the big picture, see dependencies and translate complex topics into actionable plans.
- Structured project management skills, from roadmap creation to delivery and communication of measurable business outcomes.
- Fluent written and spoken English; professional proficiency in a Nordic language is preferred.

What we offer

People come here when they want to get somewhere. For some, it's to take their career to the next level. For others, it's to break new ground within their area of expertise – in other words, with us, you will always move forward.

A culture that fosters performance and growth in one of the largest Nordic banks, offering various opportunities to evolve, develop and learn from brilliant colleagues with diverse backgrounds in a vibrant working environment.

Hybrid working model – we believe in the value of bringing people together and at the same time we embrace the freedom of flexibility.

Diversity and inclusion are a natural part of our daily work. We know that an inclusive workplace is a sustainable one. We genuinely believe that our diverse backgrounds, experiences, characteristics and traits make us stronger together. Every day we strive to find new ways to improve diversity and inclusion within our community e.g. we have signed the European Diversity Charters in the countries where we operate to show our commitment and engage with others to continue learning and improving.

If this sounds like you, get in touch!

Next steps

Submit your application no later than 25/11/2026. We will interview candidates continuously. For more information, contact Meija Lehtonen, Head of Personal Banking Digital Sales & Engagement, at meija.lehtonen@nordea.com.

We enable dreams and aspirations for a greater good.

We build relationships. We add a personal touch to everything we do – when advising our customers, collaborating with colleagues, and meeting our potential candidates.

We learn and develop. We take pride in being experts and thinking ahead. We use our expertise to meet our customers' needs, from the simplest to the most complex. We bring a growth mindset to our work that enables us to focus on a broader perspective in our daily challenges.

We lead change. We are responsible and aware of the impact of our decisions, both for our customers and for our local and global communities. Mindful of our responsibility towards current and future generations, we have made sustainability an integrated part of our business strategy.

We are Nordea. We have a 200-year history of supporting and growing the Nordic economies and our values are deeply rooted in these open, progressive and collaborative societies. As one of the biggest employers in the Nordics, Poland and Estonia, you have excellent opportunities to evolve, develop and move forward with us.

Only for candidates in Sweden: For union information, please contact Finansförbundet at finansforbundet@nordea.se or SACO at SacoNordea@nordea.com.

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