

Nordic SEO specialist to Nordea Business Banking

Would you like to be a part of a growing digital business area where we serve and advise our business customers, nurturing the customer relationship and delivering growth for Business Banking?

We are now looking for a curious, analytical, and commercially minded SEO Specialist to join our Nordic team. You will own and develop our Nordic organic search strategy and help customers find the right content at the right moment.

About our team

Come join Scalable Sales & Engagement in Business Banking, a strong team responsible for engaging with our business customers across the digital customer journey. Our objective is to drive growth of business banking by acquiring new customers, engaging with our existing customers to deepen the relationship with them and to create a world-class online presence to our potential and existing business customers. Our ambition is to deliver great customer experiences by creating seamless and personalized customer journeys that enable our customers to run their business successfully.

This role reports to the Nordic Head of Scalable Sales & Engagement.

We have an omnichannel strategy, where our customers engage with us with an advisor or digitally, or both. The Scalable Sales & Engagement unit drives and continuously optimizes the digital channels to engage with potential and existing customers, with the aim to grow market share by acquiring new customers, to drive sales and to boost customer satisfaction. Our playing field covers the full customer lifecycle, from acquiring new customers and onboarding to customer care and churn prevention.

What we offer:

- A high-impact role with clear ownership and room to shape our SEO and GEO direction.
- Close collaboration with skilled colleagues across digital, content, marketing, analytics, and technology.
- Opportunities to learn, experiment, and grow professionally.
- A supportive and inclusive workplace where different perspectives are valued.
- Competitive compensation and benefits, with flexible working arrangements where applicable.

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.

What you'll be doing

Main responsibilities in this role:

- Develop a Nordic SEO and GEO development roadmap aligned with business and customer priorities and execute this with the content managers in the team.
- Keyword research, keyword mapping and search intent analysis across priority business areas.
- Grow organic traffic, visibility, acquisition and share of search.
- Improve rankings for strategic keywords and secure top positions in search engine results pages as well as expanding keyword coverage to reach new audiences.
- Identify and prioritize technical SEO improvements in partnership with the web development team such as crawlability, indexation, site architecture and internal linking.
- Adapt to emerging AI driven search experiences, ensuring content remains competitive across traditional search engines and AI powered platforms.
- Work closely with Paid Search to align SEO and SEM strategies around common search intents and support a search ecosystem where SEO strengthens paid performance.
- Monitor rankings, traffic, conversions, business outcomes and diagnose changes as well as communicating insights through clear reporting
- Partner with the content managers to SEO and GEO optimize website architecture, landing pages, metadata, internal linking, and on-page content.
- Shape content briefs and advise content managers and stakeholders on search best practices.
- Define success metrics, run tests, and continuously improve rankings, traffic, engagement, and conversion.
- Stay current with search-engine developments and assess their impact on our strategy

Who you are

To succeed in this role, we believe that you have the following experience and background:

- Hands-on experience in SEO and GEO within digital marketing, content, or a related field.
- Experience with Nordic and multilingual websites.
- A solid understanding of the technical part of SEO and GEO.
- Experience with tools such as Google Search Console, Adobe Analytics, Accuranker or comparable platforms.
- The ability to interpret data, identify opportunities, and turn findings into focused recommendations.
- Familiarity with CMS platforms, HTML, experimentation, and conversion-rate optimization.
- Experience using automation or AI-supported workflows responsibly to improve research and execution.
- Strong communication and stakeholder-management skills.
- A collaborative approach and confidence working across disciplines.
- Excellent written and spoken English; additional language skills are an advantage

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 04/12/2026.

For more information, you're welcome to contact Stefan Brieghel at stefan.brieghel@nordea.com.

The recruitment process consists of the following steps:

- Preliminary CV selection
- Phone conversation with the recruiter
- Online interview with the hiring leader
- Background check

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 Finland: A security clearance will be performed for the person selected for this position.

Nordea	Ansøgningsfrist	Kontaktperson

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