



Community Lead – GenAI Journey & Enablement

Are you passionate about building strong professional communities and accelerating how Generative AI creates value across a large organisation? Danske Bank is looking for a Community Lead to join the GenAI Journey & Enablement team and play a key role in scaling GenAI engagement, adoption, and value-adding usage across the bank.

This role sits at the centre of how GenAI moves from capability to everyday impact. You will help connect people, knowledge, and platforms – strengthening AI literacy and enabling business domains to confidently adopt and scale GenAI solutions.

This is a unique opportunity to contribute to:

1. Scaling and driving GenAI communities across the organisation
2. Increasing GenAI engagement, adoption, and AI literacy
3. Strengthening value-driven GenAI usage across the business units

About the team

The **GenAI Journey & Enablement team** enables business domains to deliver, adopt, and scale GenAI solutions through the central platform, while advancing AI literacy and skills across the workforce.

We provide strategic guidance to business domains, helping them navigate GenAI, shape scalable use cases, and align business needs with enterprise GenAI capabilities. Our work connects strategic direction with real business use - ensuring GenAI initiatives are accessible, relevant, and value-driven.

You will join a cross-cutting team working closely with business domains, central GenAI teams, and leadership stakeholders to ensure GenAI is understood, adopted, and used where it matters most to amplify GenAI impact across the bank.

The Role

In this role, your key responsibilities will include:

- **Driving GenAI communities at scale:** Own and develop GenAI communities across the bank, ensuring they are active, relevant, and value-focused for different audiences and maturity levels.
- **Increasing engagement and adoption:** Design and run community initiatives, formats, and content that encourage meaningful participation and practical GenAI usage.
- **Advancing AI literacy:** Support learning journeys, communication initiatives, and enablement activities that strengthen GenAI understanding across roles and business domains.
- **Connecting strategy to practice:** Translate strategic direction, priorities, and capabilities into clear community narratives that resonate with everyday business needs.
- **Collaborating across stakeholders:** Work closely with product teams, domain representatives, ambassadors, and other GenAI functions to align messaging, enablement, and engagement efforts.
- **Evolving community formats:** Continuously improve how communities operate—experimenting with formats, tools, impact measurements and rhythms that keep momentum and relevance high.

The Ideal Candidate Qualifications

We are looking for a structured and collaborative professional with a strong interest in Generative AI, communities, and organisational enablement.

The ideal candidate will possess:

- A degree in business, communication, technology, or a related field
- Experience building and managing professional communities or large-scale engagement initiatives
- Strong communication and stakeholder management skills
- Ability to translate complex topics into clear, accessible narratives
- Experience working in fast-moving or cross-functional environments

Nice to have:

- Experience with AI, digital platforms, or technology-driven initiatives
- Background in learning, enablement, or knowledge-sharing activities
- Experience in financial services or large organisations

Apply

If you enjoy building communities, creating engagement, and helping organisations turn new technology into everyday value, we encourage you to apply.

Interviews will be conducted on an ongoing basis, so send your CV and application as soon as possible.

For additional details, contact:

Head of GenAI Journey and Enablement

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About Us

Danske Bank is a Nordic bank with bridges to the world around us. For 150 years, we have supported people and businesses in releasing their potential. A career with us is an opportunity to join a community of 22,000 colleagues in a culture where we are committed to Teaming Up, Owning It and Being Open. Together, we are on a journey to transform Danske Bank into a better bank. For our customers, our employees and the societies around us.

Danske Bank

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Community Lead

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