



Programme Manager in Insights & Engagement

Are you motivated by leading complex transformation initiatives with significant commercial impact? We are looking for an experienced Programme Manager to join Insights & Engagement in Personal Customers, Danske Bank.

About the role

In Insights & Engagement, we transform customer intelligence into commercial execution by developing customer-centric capabilities, journeys and engagement strategies that improve experiences, strengthen relationships and deliver on commercial ambitions.

As Programme Manager, you will shape, steer and deliver change and transformation initiatives across Insights & Engagement. Working closely with stakeholders across functions, markets and locations, you will help structure and deliver some of our most critical priorities.

The role combines strategic thinking, structured problem-solving, stakeholder management and transformation leadership. You will lead projects from early-stage thinking to clear direction-setting, robust planning and successful execution through collaboration and influence.

As a senior individual contributor, you will lead through expertise, stakeholder alignment and strong followership. You will work across teams to bring perspectives, dependencies and deliverables into coherent roadmaps that enable execution and measurable business impact.

Key responsibilities

- Translate strategic ambitions into actionable roadmaps, milestones and execution plans.
- Lead end-to-end delivery of transformation and commercial initiatives, ensuring objectives, success criteria, risks and dependencies are clearly managed.
- Structure complex and ambiguous challenges into clear problem statements, options and recommendations.
- Gather insights and input from a broad stakeholder landscape to build strong, fact-based recommendations and delivery plans.
- Coordinate activities across multiple teams and workstreams, ensuring progress remains on track and dependencies are actively managed.
- Provide clear, timely status updates and decision material to key stakeholders.
- Manage a broad stakeholder landscape, including senior stakeholders across the organisation and locations.

The ideal candidate

- Minimum of 3 years' experience in programme or project management, preferably from strategic transformation, consultancy, financial services or a similarly complex environment.
- Experience driving organisational change, workforce transformation, operating model implementation or large-scale business transformation from early-stage framing through to execution and adoption.
- Experience establishing governance structures and executive reporting.
- Strong stakeholder management, communication and collaboration skills, with the ability to build credibility through clear thinking, sound judgement and structured communication.
- Ability to bring clarity to complexity, structure ambiguous challenges and create plans that others can execute with confidence.
- Fluency in Danish and English.

This role is well suited to someone with a consulting, transformation, strategy execution or programme management background who thrives in complex environments and enjoys turning strategy into action. Experience with MarTech tooling, customer engagement strategies and implementation is an advantage.

Why join us?

At Danske Bank, you will join a skilled team focused on delivering strategic priorities and contributing to the bank's commercial agenda. We value collaboration, knowledge sharing and timely execution. Our hybrid work model supports both in-office collaboration and remote flexibility.

If you are motivated by leading transformation initiatives and turning strategy into tangible outcomes, we would like to hear from you. For questions, please reach out to Sara Sørensen (sarsr@danskebank.dk). Interviews will be held on an ongoing basis.

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