



Head of Content and Optimization

Head of Content and Optimization in Data, Digital Sales and Engagement DK (permanent)

Ready to help shape the future of digital content and customer engagement at Nordea? As our Head of Content and Optimization, you'll play a key role in defining how we connect with customers across digital channels and help drive our growth ambitions.

This is a leadership role for someone with deep digital content expertise, a strong understanding of customer behaviour, and a proven track record of building high-performing teams and capabilities.

If you're motivated by shaping content strategy, leading experienced specialists, and driving meaningful change at scale, this could be the opportunity for you.

About our team

Meet the Data, Digital Sales & Engagement DK team. We are a team of 50+ specialists within Data, Digital Sales and Engagement, from content managers to dialogue specialists and data scientists, just to name a few. Common for all of us is our goal to create the best customer experiences in our digital channels and ensure high visibility for Nordea in own and external channels.

Main responsibilities in this role:

- **Content & Optimization Excellence:** Leverage your expertise in digital marketing, content strategy, customer behavior, SEO, and conversion optimization to support the team in creating engaging digital experiences that drive sales, engagement, and self-service. Ensure content is relevant, coordinated, and tailored to customer needs across channels, while continuously improving performance through insights, testing, and optimization.

- **Business Impact & Digital Performance:** Take overall responsibility for the performance of digital content and optimization initiatives, ensuring they contribute to commercial outcomes and customer experience goals. Align content creation, publication planning, and execution across teams to maximize impact and support Nordea's omnichannel ambitions.
- **Team Leadership & Capability Development:** Lead, coach, and develop a multidisciplinary team of content managers, SoMe creators, copywriters, design, SEO specialists, and CRO experts. Foster a high-performing culture focused on collaboration, innovation, quality, and continuous improvement, while strengthening the content and optimization capabilities needed for future success in close alignment with Nordic peers.
- **Stakeholder Management & Governance:** Build strong relationships across Nordea's local and Nordic organization to align development priorities, content plans, and resource allocation. Drive collaboration across business, marketing, data, and technology teams, while ensuring robust governance, regulatory compliance, knowledge sharing, and adherence to content best practices across our digital channels.

Who you are

- You are an experienced leader with a proven track record of leading high-performing teams and driving change in complex organizations, ideally within a matrix environment where collaboration, stakeholder management, and influence are key to success.
- You are an inspiring and empowering leader who develops talent, builds strong teams, and creates an environment where people can grow, collaborate, and perform at their best.
- You have a strong strategic mindset and the ability to translate business objectives into clear priorities, roadmaps, and measurable outcomes, while ensuring alignment across teams and stakeholders
- You bring solid digital marketing expertise and a deep understanding of how content, customer journeys, personalization, SEO, analytics, and optimization work together to drive customer engagement, commercial performance, and long-term growth.
- You use data, customer insights, and performance metrics to make informed decisions, identify opportunities, and continuously improve results, even if you are not the technical expert in every discipline.
- You know how to connect business goals and KPIs with digital marketing activities, ensuring that content and optimization efforts contribute to both customer value and commercial impact.
- You are skilled at navigating complexity and building strong relationships across functions, markets, and seniority levels, enabling you to drive progress in a matrix organization.
- You combine a growth mindset with a pragmatic approach, balancing strategic ambition with a focus on execution, prioritization, and delivering tangible business results.

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 10/09/2026. For more information, you're welcome to contact Trine Mose at trine.mose2@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.

If you are an external consultant interested in this role and wish to apply please contact the hiring people leader for separate instruction on how to apply.

Nordea

København S, 2300 København S
www.nordea.dk

Ansøgningsfrist

10. september 2026
Head of Content and Optimization

Kontaktperson

Trine Mose
trine.mose2@nordea.com