



Sr. Marketing Automation Specialist, Digital Sales & Engagement for Private Banking

We are looking for an engaged and data-driven Sr Marketing Automation Specialist to join Nordea's Digital Sales & Engagement team (DS&E) in AWM/Private Banking.

At Nordea, you will work in cross-functional teams with specialists across disciplines. Together, we are responsible for engaging new and existing private banking customers in digital channels and driving sales through online/mobile banking and our websites.

As a Sr. Marketing Automation Specialist, you will help plan, design, and execute service, sales, and marketing campaigns. You will play a key role and contribute to developing next-generation customer experiences through data-driven and relevant 1:1 communication across digital channels. You will also implement customer insights, propensity models, Next Best Action logic, and other advanced analytics solutions to create more relevant and proactive customer experiences.

About our team

The Nordics and their experience of Nordea as a digital bank. You will work in the Digital Sales & Engagement team in AWM COO in close cooperation with digital marketing experts, data analysts, data scientists and data engineers. You will also be a part of a larger community in Nordea's Centre of Excellence for MarTech and Customer Engagement, where you will help secure a strong link to peers across the Nordics for development of strategies and best practices. You will work with business stakeholders across Nordea, meet a wide range of profiles; from marketers, business developers and content creators to data scientists, engineers, IT developers, statisticians, and economists. We aim to attract and retain talented high performers by being frontrunners in our area of expertise.

As the Marketing Automation Specialist, you will be instrumental in planning, designing and executing our engaging and marketing activities towards our customers. You will also be incorporating insights, and other advanced analytics solutions as the foundation for all these activities. As part of this Nordic team of experts, you will work in an agile environment and in close collaboration with our business stakeholders to ensure we reach out set business KPIs. You will play a major part in enhancing our digital customer journey, as well as being part of an exciting digital transformation of the banking business.

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:

- Design, build and optimize personalized customer journeys and 1:1 communication across digital channels in Adobe Journey Optimizer.
- Contribute to developing next-generation customer experiences through data-driven personalization, AI, and Next Best Action principles.
- Work closely with the business, analysts and other specialists to identify customer and business opportunities and translate them into concrete activities.
- Analyze the impact of activities and identify new opportunities to increase customer engagement, customer value, and commercial results.
- Share insights, learnings and best practices with colleagues in Norway and across the rest of the Nordics.

You will become a trusted member in a data-driven team focused on proactivity, engagement and to elevate the customer-advisory relationship in the digital space. The job is location in any of the Nordic capitals.

Who you are**This is the right role for you if you:**

- Are motivated by working at the intersection of data, technology, AI and customer experience.
- Are passionate about using insight and analysis to create relevant & valuable customer experiences.
- Are curious about how AI and new technology can be used to improve customer engagement, personalization and commercial results.
- Have a strong customer and business focus, and the ability to turn complex issues into simple & effective solutions.
- Are driven by continuous learning, testing and improvement.
- Thrive in cross-functional teams and build strong relationships across professional communities.
- Have strong execution skills and enjoy taking responsibility from idea to result.
- Have experience using AI tools and testing AI-driven segmentation and personalization methods to improve open rates, clicks and conversions.

Your background and skills include:

- You most likely have a Master's degree in economics, finance, mathematics, technology, statistics, marketing, or a similar field.
- You have documented experience (> 4 years) with omni-channel campaign building in marketing automation solutions such as Adobe Journey Optimizer and Adobe Campaign
- Experience with analytics, data-driven decision-making and measuring impact.
- Good understanding of personalization, customer segmentation and customer behavior.
- Experience with and interest in AI, machine learning, predictive models, and data-driven personalization.
- Experience using tools such as Power BI, Adobe Analytics, CJA, and/or GA.
- Fluency in both written and spoken English (professional level). Nordic language is dependent on location.

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 18/09/2026. For more information, you're welcome to contact Anders Nygaard Jensen at anders.n.jensen@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 finansforbundet@nordea.se or SACONordea@nordea.com.

Nordea

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Ansøgningsfrist

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Sr. Marketing Automation Specialist, Digital
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Kontaktperson

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