



CRM Manager

Banking hasn't changed much in decades. We're changing that. One product at a time.

Lunar is a Nordic challenger bank building the future of financial life with AI at the core. Our engineers, designers, and product people work on problems that actually matter. Making money simpler, smarter, and more rewarding for millions of people across the Nordics.

Fully licensed and founded in 2015, with offices in Copenhagen, Aarhus and Stockholm.

We move fast, we build with purpose, and we're just getting started.

As our new **CRM Manager**, you'll join the CRM team based in **Copenhagen or Stockholm**, reporting to our Senior CRM Lead in the marketing team, working to turn every message we send into a reason for customers to stay, come back, and get more out of Lunar.

What will you do?

- Build and run CRM strategies for our retail banking customers that drive engagement, product adoption and upsell across banking, lending and beyond
- Focus on our commercial agenda with your own marketing KPIs to work towards.
- Design and ship multi-channel campaigns in Braze — email, push, in-app — from first idea to live flow
- Own campaign performance end-to-end, using data to sharpen messaging, channels and targeting, and running A/B tests to keep improving

- Partner with Product, Data, Marketing and Commercial to make sure CRM works with the wider business, not next to it
- Find and build automations that remove manual work, including putting AI tools like Claude and Gemini to work on execution, reporting and idea generation

What are we looking for in you?

- 8+ years in CRM for app-based products or services, with a clear focus on activation, engagement and upsell tactics
- A builder with a growth mindset and experience with complex lifecycle flows
- Hands-on experience with Braze or a comparable platform (Salesforce, Iterable, Responsys, ActiveCampaign or similar) — Braze is a strong plus
- A technical, self-starting approach to building complex campaigns and CRM flows, ideally with good technical skills in Liquid and HTML
- Strong analytical skills and comfort with experimentation - you measure, learn, and change what you're doing based on what you find
- Fluent English and the ability to bring stakeholders at all levels with you
- Team player, good at stakeholder management and with a proactive approach

What you get

- A role you can shape, ownership, and a strong team to support you
- 4 days in the office. We're a team that builds together, thinks together, and moves together. Showing up is part of how we work.
- State of the art equipment. The newest computer, monitor, mouse, and keyboard. We want you to do your best work without anything slowing you down.
- Pension, health insurance, and enhanced parental leave. From your financial future to your family moments. We've got you covered.

Are you ready to join the journey? Apply now and let's find out more!

While you hold on tight for us to get back to you, curious to see what we're up to? Follow us on LinkedIn for business announcements and releases , check out our Instagram for an inside scoop on what it's like to work here .

Depending on the regulations in the country where you will be employed, we will ask to see or obtain information about your criminal record. Please note that our employment is conditional upon you not being registered in RKI (Ribers Kredit Information).

We welcome applications from candidates of all backgrounds. If you need any adjustments during the recruitment process, please let us know

Lunar

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www.lunar.app**Ansøgningsfrist**

Løbende jobsamtaler

CRM Manager

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