



Elwira Jastrzębska

Head of Business Development & Marketing Department

Jak mogę pomóc

In RK Legal, I coordinate marketing and communication activities. I ensure that our firm has consistent image among various groups of stakeholders. I am responsible for promoting key business areas of the Group. I prepare the communication strategy for new brands, services and products. I take care of building relations with the media and positioning experts on an on-going basis. I supervise collaboration with our partners and organisation of events.

If needed, I offer the firm's clients communication services in corporate crisis situations. I also support sales, internal communications and employer branding activities.

Experience

I have been with RK Legal since early 2015. I am responsible for building the image of the Group as an umbrella for companies which support businesses in legal matters, debt portfolios management and personal data protection.

I develop and implement our firm's image strategy. In 2016, I coordinated its rebranding, preparing new comprehensive corporate materials and celebration of the firm's 10th anniversary. From the marketing perspective, I was responsible for creating the RK RODO brand, dedicated to services related with data protection in companies

In 2020, for RK Legal I coordinated the project entitled "Polityka Prostego Języka" [Simple Language Policy], crowned by launching a new portal - www.mojasplata.pl - promoting collaboration solution-finding and encouraging to contact our team. We focused on a new — based on simple language — manner of communication with people who are debtors towards our firm's clients. The team dedicated especially to change the communication analysed over 500 templates of letters e-mails and text messages used so far by the firm. We also checked what provisions and phrases raise the most questions among the consumers. We replaced them with brand new reader-friendly materials, written with empathy and openness.

Languages

- English
- Spanish
- French

Informacje

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