



GVHS MARKETING & PUBLIC RELATIONS COMMITTEE

PURPOSE:

The GVHS Marketing and Public Relations committee helps create awareness of the good work of the the GVHS and all of it's programs, and events. Committee members are GVHS members in good standing and are volunteers assigned by the GVHS Board of Directors. The Committee will meet as needed.

RESPONSIBILITIES:

- Creates awareness of the good work that the GVHS does, it's events and programs, by creating marketing campaigns, promoting events, creating advertising and posting on social media platforms.
- The committee monitors social media for issues or needs of members or anyone regarding the GVHS or the Gypsy Vanner horse. They will direct the issue to the appropriate person within the GVHS so these can be resolved. Acts as a liaison between social media and the GVHS offices.

All plans will be reviewed with the Board of Directors to ensure we are aligned with the Organizational goal and within budget for any materials generated or distributed.