# A large green field with trees in the background  Description automatically generated

**West Chester Elks Club - 401 West Washington Street, West Chester, PA 19380**

**Market Analyst Intern Request**

The Elks Club #853 in West Chester, is looking to host an Intern from West Chester University. We understand that the Intern will operate virtually, hence no onsite interactions, but instead will use Social media.

The Elks Club is a Non-Profit member of the Greater West Chester Chamber of Commerce. Our mission with the Internship is to Increase our Ballroom Rentals. We have renovated our Ballroom within the last year and desire to develop marketing analytics to assist us in driving a small marketing campaign.

We hope the Intern can provide marketing analytics of the venues in the greater West Chester area, by capacity, times, events, with or without food and beverage and caterer availability. The Elks offers an established local venue with the largest amount of free, well-lit parking in the Borough.

Deliverables from the Internship would possibly be:

* A Market Analytics investigation of other venues to evaluate our competition (assume less than 10 venues)
* A Pricing matrix, based on day of week, recurring or one-time, time of day, event and size of party
* A marketing lead generation plan to address school-based entities such as clubs, sports banquets, Scouts, etc. Packaged Offerings for Proms, parties can also be addressed.
* A collection of marketing collateral and processes to support the marketing strategies, such as website, email, text and phone media, or direct marketing brochure mailings.
* Potential for packaged offerings and events

The Process could be framed by:

* Kickoff and Weekly status interactions via Social media (Zoom, Goto-meeting, MS-Teams, etc) to lend direction, review progress and gain ideas.
* Development of a Project Plan to facilitate the Internship and note the progression on tasks.
* Communication with the Elks Sponsor by phone, text and email, minimally on a Weekly frequency at a mutually agreeable time ( Virtual Status meeting).
* Assess success by completion of the deliverables and anecdotally by achieving a 10% improvement in Bookings and requests for information.

**Value Proposition:**

**The Elks** seeks to improve their competitive offering and improve Ballroom Reservations, as well as focused marketing processes to be developed and re-used. As this Intern initiative will be focused in some select areas, the Elks would also consider future Internships to address other areas of mutual interests in the Future.

**The Intern** would be challenged by growing business for a 100+ year organization, which has recently invested in renovations to the facility and technology. The Intern would set the baseline for conducting a ***Competitive Marketing Analysis*** for the Elks Purpose. After apprising Elks of the findings, a marketing plan can be developed to enlist advertising and contacts using social media platforms. Content to be used on the platforms will be jointly developed by the intern and Elks, and a plan for developing the outreach using desired media can be formulated and added to the project plan.

At closure of the Internship, the Intern will have the experiences with working with an existing, funded entity which seeks to improve their business and offerings in specific areas. The intern will be challenged to plan and execute a project plan to achieve deliverables in a fixed time-frame. The Intern would be asked to participate and/or lead development in the Marketing Plan initiatives by creating drafts of content, brochures to be used in websites, direct mail or email connections using available programs, such as Constant Contact for example.

The Intern will use social media and technology to communicate with Elks (client) organization and summarize all activities in a PowerPoint to address the Elks Leadership Team, as well as to any WCU faculty or Staff desired.

**Elks Point of Contact**: Robert A. Smith, Director Cell: (484) 919-1133, Email: wcelks853@gmail.com