

# JOB DESCRIPTION

<b>Vacancy reference:</b>	SRF37678 – R1
<b>Post Title:</b>	Bid Manager
<b>Grade:</b>	Grade 7
<b>School/Department:</b>	Corporate Development
<b>Reports to:</b>	Head of Corporate Development
<b>Responsible for:</b>	Bid Coordinator

## Purpose

Corporate Development is a department that is responsible for maintaining the commercial contracts that the Business School holds. The Bid Manager is a critical role that has oversight and responsibility for the active bidding, tendering or retendering activities. The post holder will have significant experience of running multiple concurrent bids ranging in size from small (£100k) to over £1-£10m in contract size. The requirement is to support the Corporate Development function in identifying and managing client opportunities and bid submissions. Confidence and bid experience is a pre-requisite to help develop winning bid strategies, conduct research, write and edit proposals, negotiate with stakeholders, and collaborate with other team members to ensure bids are submitted in a timely way.

Responsibilities include the introduction and implementation of all necessary bid procedures, governance, and processes across the wider University. This role demands a high degree of networking that requires an ability to work under pressure and to challenging deadlines. It requires strong influencing and people management skills.

Led by Business Development Directors, the Bid Manager will assemble and co-ordinate a bid team that has the skills to prepare and submit a winning bid, whilst taking ownership of the end-to-end bid process. The Bid Manager leads the sales process from initial opportunity of a client requirement through to proposal or tender submission.

The Bid Manager is significantly involved in pre-RFP activity, driving the capture phase and ensuring all resources are aligned to the client's requirements long before the bid and pursuit phase gets underway.

After bid submission, the Bid Manager remains involved through the presentation and negotiation stages, ensuring all lessons learned are captured, fed back, and implemented.

## Main duties and responsibilities

### Pre-sale activities

#### Sending marketing collateral

- Input to design, content and messaging of marketing collateral.
- Producing discussion documents and partnering with senior subject matter experts to craft compelling written materials.

### Point of contact for client enquiries

- Confident to hold high level scoping discussions with clients before disseminating ideas and concepts to the relevant business development directors for qualifying and follow up.

## Monitoring online bid portals

- Identifying opportunities for bid submissions and scoping alongside business development colleagues.

## Bid Process

### Managing the end-to-end bid process

- Responsible for the bid management process ensuring effective implementation and compliance.
- Co-ordinating bid team and inputs from key stakeholders, typically engaging with business development, legal, procurement, subject matter experts across the school, IT and finance.
- Governance - Ensuring all due diligence activities are responded to - liaising with relevant stakeholders such as legal, procurement, DTS, H&S, HR and IMPS.
- Project Management - Agree and track timescales at each step of the bid process, including all internal governance, whilst setting realistic deadlines. Ensuring all information is communicated appropriately to relevant stakeholders.
- Working with the Business Development lead to develop clear and compelling win themes.
- Develop proposal structures – designing templates appropriately branded and formatted.
- Strong solutions focus to interpret complex client requirements.
- Ensuring that the written proposal is precisely mapped to requirements including content, presentation, and flow.
- Ability to identify, re-work and craft compelling messages from pre-written content.
- Ensure preparation and review of commercial aspects of the bid budgets, making sure all services are included in the final price to the client.
- Implementing project and risk management tasks associated with the bid to ensure timely progression and reviews of bids.
- Ensuring on-time submission of compliant (word counts) and commercially (to budget) sound bids.
- Co-ordinating and preparing client presentations required as part of the bid submission.
- Driving continuous improvement, through post-bid reviews.

### Maintain and update bid library

- Present and tag all new proposal content to the knowledgebase for potential re-use.
- Maintain master list of submitted proposals.

## Supporting activities

### Managing and reporting on pipeline

- Collaborate with colleagues to ensure pipeline is kept up to date.

### Content design and build

- Providing support to business development team to create engaging and effective content for proposed solutions, overviews and presentations - graphic images, tables.
- Ability to interpret, craft, write/re-write compelling content.

### Financial Times Rankings (FT)

- Input as required to FT Rankings meetings.

**Supervision received**

This post will report directly to the Head of Corporate Development to ensure alignment with both the department strategy and with our approach to portfolio management across the sales teams. Guidance will also be received from the Sales lead from the apprenticeship levy team.

**Supervision given**

The Bid Manager will be responsible for the line management of the Bid Coordinator to ensure the pipeline of sales activity and the administration of our core bid assets are maintained and up to date.

**Contact**

The main internal points of contact will be at a Director or professorial level internally. There will be day to day communication with Legal, Procurement category managers, Tax, DTS and IMPS. Externally the bid manager will have frequent contact with senior buyers (technical or procurement) in client organisations, at Director or management level. There will be frequent contact with any partner/supplier organisations on consortia bids.

**Terms and conditions**

This document outlines the duties required for the time being of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

**Date assessed:**

# PERSON SPECIFICATION

Job Title	School/Department
Bid Manager	Corporate Development

Criteria	Essential	Desirable
<b>Skills Required</b>	<ul style="list-style-type: none"> <li>Excellent PC skills, including Word, Excel and PowerPoint to at least intermediate level.</li> <li>Strong verbal and written skills.</li> <li>Ability to create new or redraft bid content displaying excellent creative writing skills</li> <li>Strong project planning and organising skills.</li> <li>Ability to build and sustain relationships in a fast moving bid environment.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to draft new content from a client brief or conversation with a subject matter expert.</li> <li>Experience with creative tools in PowerPoint or Adobe InDesign.</li> </ul>
<b>Attainment</b>	<ul style="list-style-type: none"> <li>Degree qualification.</li> </ul>	<ul style="list-style-type: none"> <li>Project management or procurement qualification.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Deep understanding of bid process from opportunity identification through to project delivery.</li> <li>Understands the procurement process for major tenders.</li> <li>Knowledge and experience of understanding the critical ingredients required to formulate a winning bid response.</li> <li>Experience of working with/ using all major tender portals.</li> </ul>	<ul style="list-style-type: none"> <li>Understands the bid processes required for major project and programmes (10m+) in the public domain.</li> <li>Ideally has a background in learning and development solutions.</li> <li></li> </ul>
<b>Relevant Experience</b>	<ul style="list-style-type: none"> <li>This post would suit a professional service-based person with considerable experience working in a sales and bid environment.</li> <li>Excellent written and verbal communication skills with proven bid writing abilities.</li> <li>Excellent interpersonal skills to build and sustain positive relationships internally and externally.</li> <li>Proven bid and tender management experience in a consulting or educational setting.</li> <li>Excellent proposal writing experience for both private</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of bids resulting in £1m+ contract awards.</li> <li>Any creative graphic design skills.</li> <li>Creative writing experience.</li> <li>Research experience that required written reports or journals.</li> <li>Previous experience of academic learning design and or programmes.</li> <li>Experience of leadership development and its component parts of practice and content.</li> </ul>

	<p>and public sector bid processes.</p> <ul style="list-style-type: none"> <li>• Experience of sales and procurement.</li> <li>• Excellent planning and organisational skills to ensure tasks are completed to deadlines and to prioritise and schedule multiple tasks.</li> <li>• Strong project management skills.</li> </ul>	
<b>Disposition</b>	<ul style="list-style-type: none"> <li>• Self-motivated with the initiative to make progress without close supervision, and to take responsibility for decisions where appropriate.</li> <li>• Forensic attention to detail and meticulous proof-reading skills.</li> <li>• Able to maintain effectiveness under pressure and when faced with rapidly shifting priorities and a level of ambiguity.</li> <li>• Self-confident, with the ability to work in a team effectively with strong, assertive personalities.</li> <li>• Resourceful, with good problem-solving ability.</li> <li>• Flexible and resilient approach.</li> <li>• Calm, when under pressure.</li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>• Has a competitive edge and desire to succeed no matter what the bid outcome.</li> </ul>	

Completed by: Karis Burton

Date: 12 Oct 2021