



Bid Manager

Job Description

Depending on your industry and geography, you may not have the title Bid Manager but may have similar responsibilities to those outlined below. Common job title variations include: Capture Manager; Business Development Manager; Deal Manager; and Pursuit Leader.



Role Overview

The Bid Manager will assemble and manage 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 is typically responsible for managing an opportunity from initial identification of a customer requirement through to contract renewal strategy. Of our six core roles, the Bid Manager is the only one involved in each of the twenty-four **Bid Lifecycle** stages. The typical effort required at each stage varies and is shown in our **Core Role Overlay**.

The Bid Manager is significantly involved pre-RFP, 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 fed back and implemented.

Responsibilities include the introduction and implementation of all necessary bid procedures, governance, and processes. This is a highly networked role that requires an ability to work under pressure and to challenging deadlines. It requires strong people management and commercial skills.

Experience

Proven ability in delivering winning, high-value product or services opportunities. Ideally has a background in solution selling and experience of bid management from opportunity identification through to project delivery, and will provide valuable input into value proposition development, opportunity qualification, win strategy, commercial discussions, and solution delivery.

Proven team leadership skills in office-based and virtual work environments. Must be an excellent communicator and comfortable working at CEO / Director Level (internal and external customer). Will be fully conversant with the competitive marketplace. Sound commercial understanding and profit and loss experience coupled with risk management skills. Has the ability to manage complex, multi-workstream opportunities. Solid understanding and management of internal governance procedures.

Familiarity with the legislation around use of AI and relaying critical information and updates to the bid team.

Understand the basics of prompt engineering for generative AI / AI tools and how they can be used for driving efficiencies across bid management tasks, content creation, tone adjustment, and task automation.

Do you need help writing a Bid Manager job description?
Talk to one of our Consultants today on +44 (0)208 1583952.



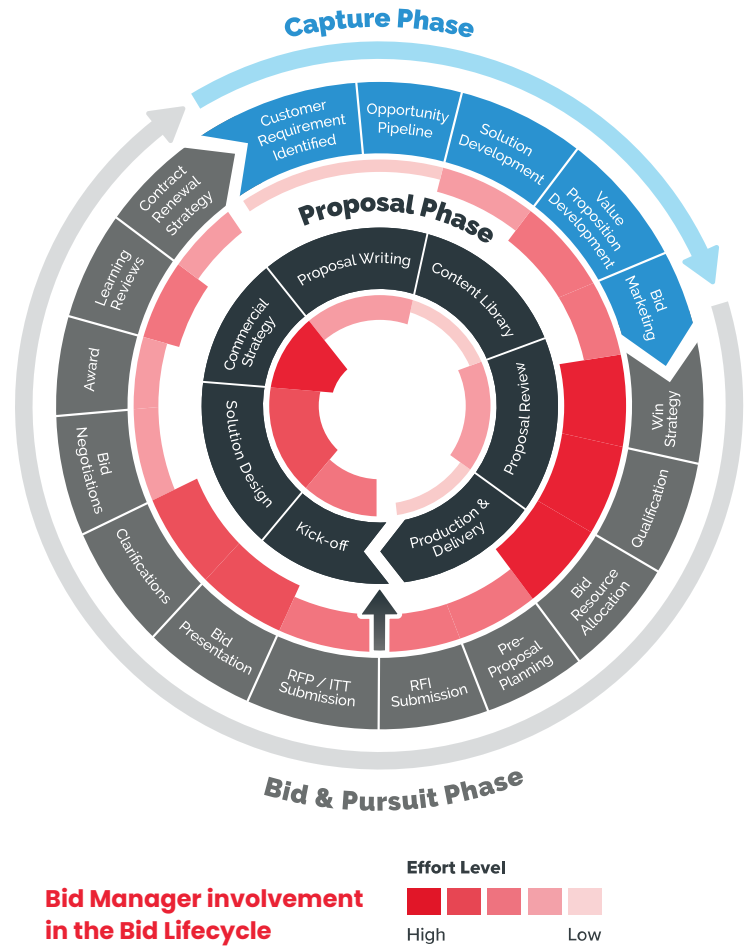
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Core Responsibilities

- Manage the end-to-end bid process
- Manage virtual bid teams and inputs from key stakeholders, typically engaging with sales, marketing, product teams, finance, commercial, legal and project management / delivery
- Work with the Sales lead to develop a clear win strategy for each bid and ensure win themes are clear and compelling
- Understand and resolve complex technical, strategic and business issues
- Prepare and review the commercial aspects of the bid, ensuring all products / services are included in the final price to the customer
- Risk tracking and management throughout the bid process
- Contributing to the written proposal – both in terms of content and presentation (such as providing guidance around the executive summary)
- Manage the bid budget and monitor and report on overall performance against KPIs
- Ensure timescales are achieved at each step of the bid process, including all internal governance, while taking the initiative in setting realistic deadlines
- Ensure on-time submission of compliant and commercially sound bids
- Co-ordinate and plan all client presentations required as part of the bid submission
- Drive continuous improvement through post-bid reviews, both internally and with customers

Reporting Line

- In a large corporate / multinational, the Bid Manager will be part of a larger team that has defined roles and responsibilities. Typically, the role will report to a Head of Bid / Commercial Management or a business unit team leader such as Commercial / Sales / Marketing or Finance Manager. In a small-medium sized enterprise, the Bid Manager is normally a standalone role, assuming responsibility for a much broader range of roles and responsibilities. Typically, the role will report to a Sales / Marketing or Managing Director. In very small organisations, the role of Bid Manager might be a sub-role of a sales professional.



Measure of Success

Typical measures of success include win rate, capture rate, revenue secured, bid margin, retention rates, bids submitted and achievement of internal SLAs.

Qualifications

Strong academic background or successfully completed the Bid and Proposal Apprenticeship. APMP Qualifications are desirable in some industries.

Salaries

There is a wide variation of Bid Manager salaries across geography and industry. Our most recent **UK Salary Survey** has all the information you need.

Contract vs. Permanent

Contract Bid Manager roles tend to be much more reactive and focussed on the Pursuit and Proposal Phase. **You can review our available Contract Bid Managers here.**

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