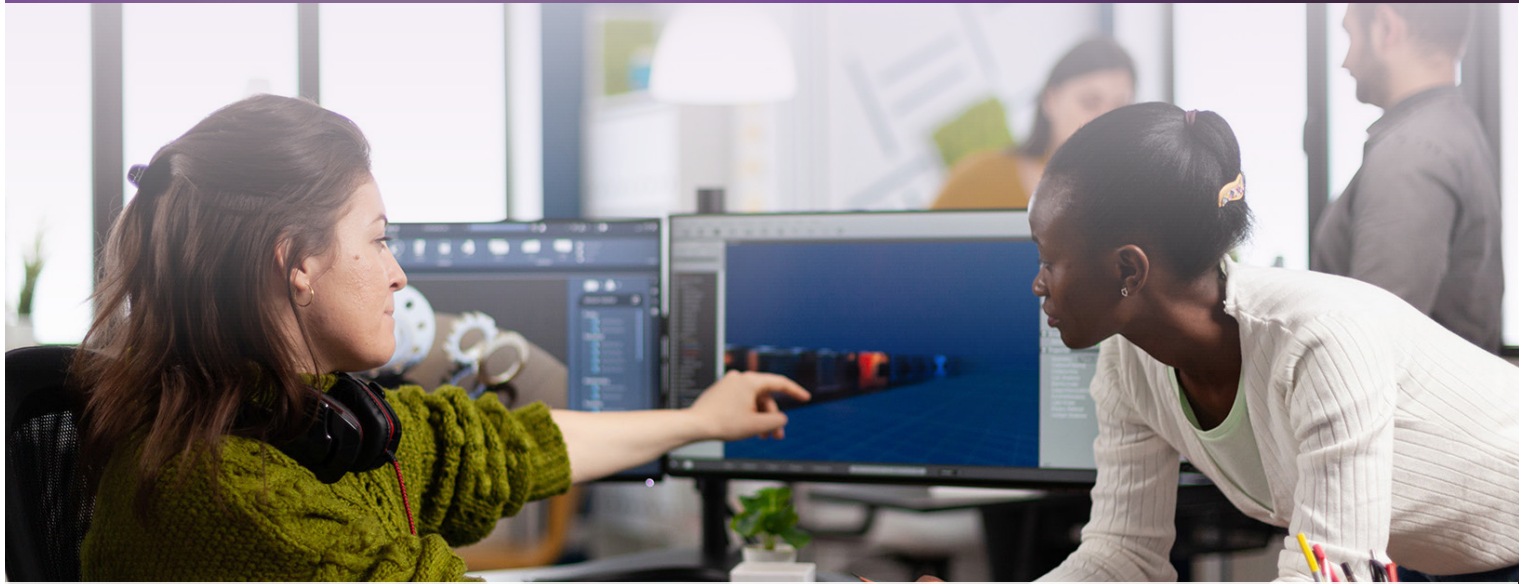




Graphic Designer



Job Description

Depending on your industry and geography, you may not have the title **Graphic Designer** or **Bid Design Manager** but will have similar responsibilities to those outlined below. Common job title variations include: **Proposal Designer / Illustrator; Proposal Creative; Bid Designer; Bid Graphics Manager; and Desktop Publishing Specialist.**

Role Overview

Creation of high impact graphics and proposal images that contribute towards producing a winning proposal. The **Graphic Designer / Bid Design Manager** will work as an integral part of the bid / proposal team to ensure all customer facing documentation / media is of the highest visual impact.

The ability to leverage both traditional design tools and cutting-edge digital technology, including AI-driven graphics systems, to streamline the design process and enhance creativity.

The **Graphic Designer** is involved in thirteen **Bid Lifecycle** stages. The effort / commitment required at each stage varies and is shown in our **Core Role Overlay**. The **Graphic Designer** is typically engaged at key content development stages of the **Bid Lifecycle**.

Experience

Production of proposal graphics for use both in electronic and hard copy materials. The ability to work with **Subject Matter Experts (SMEs)** to turn written,

numerical, and existing content into compelling visual representations.

Proficient in industry-standard design software such as Adobe Photoshop, InDesign, and Illustrator, along with advanced AI tools like DALL-E, MidJourney, or Adobe Firefly for generating and enhancing visual assets.

Understanding of prompting techniques to guide AI graphic creation for accurate, high-quality visuals. For example, the ability to craft effective prompts that generate specific image styles or integrate data visualisations into creative proposals.

Ability to leverage AI-based systems to improve efficiency, enhance visual quality, and generate dynamic visual content quickly.

Confident working with a range of software and design tools to create design output that can be incorporated into tender documents and accompanying materials such as brochures, document wallets, delivery cartons, websites, apps, and other media as specified / required by the client.

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



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Core Responsibilities

- To support the bid and proposal team in the production of customer facing imagery and designs that convey value propositions, win themes and the solution narrative
- To ensure compliance with required proposal deliverables
- To create and manage a range of document and presentation templates
- Precisely control and interpret information flow between team members
- Ability to work in a deadline-orientated environment without compromising artistic creativity
- Work within corporate brand guidelines
- Strong attention to detail

Reporting Line

In a large corporate / multinational, the Graphic Designer will be part of a larger team that has defined roles and responsibilities. Typically, the role will report into the Proposal / Bid Manager.

In a small-medium sized enterprise, the Graphic Designer is not normally a full-time role. Should the standalone Bid / Proposal Manager not have the required skills, contract resource is often brought in to help on a deal-by-deal basis. Typically, the role will report into a Bid / Proposal Manager.

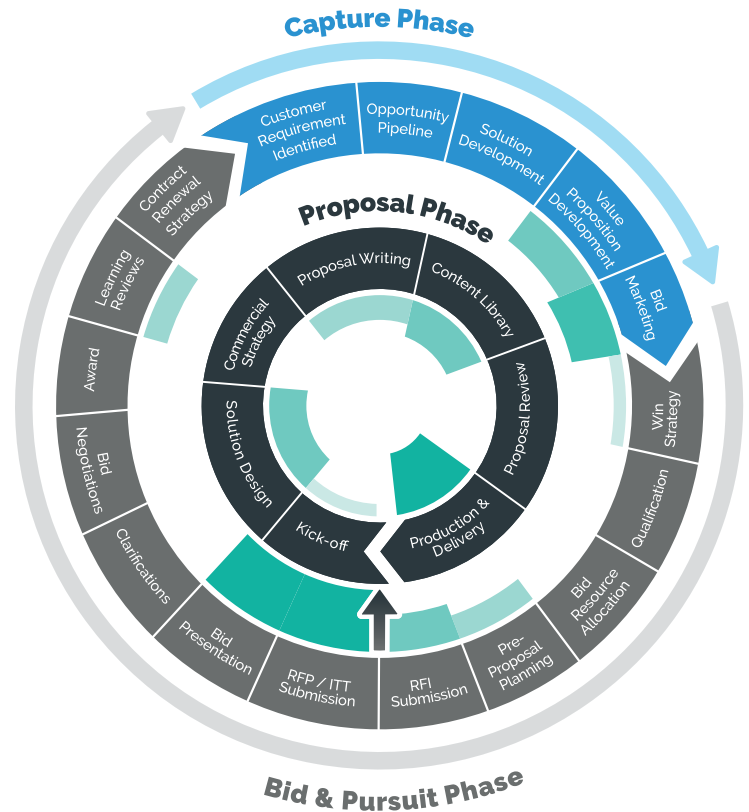
Measure of Success

Typical measures of success include communicating complex ideas through simple designs, quality, availability and achievement of internal SLAs.

Qualifications

Degree in Creative / Artistic Discipline. Desktop publishing software skills such as Photoshop, InDesign, and full Microsoft Office Suite.

In addition to Adobe Creative Suite, experience with tools like Microsoft PowerPoint for presentations, and a good understanding of AI-based document and image editing tools (e.g., Runway ML, Artbreeder) to enhance and refine designs. Knowledge of Cloud-based platforms for collaborative design.



Graphic Designer involvement in the Bid Lifecycle



Salaries

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

Contract vs. Permanent

Contract Graphic Designers typically earn between 20-30% more than their permanent equivalent. However, competition for roles is high and clients demand extremely high standards of design. **You can review our available contract Graphic Designers / Bid Design Managers here.**

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