Knowledgebase Manager

Job Description

Depending on your industry and geography, you may not have the title Knowledgebase Manager but will have similar responsibilities to those outlined below. Common job title variations include: Proposal Content Manager; Content Database Administrator; Content Solution Architect; Marketing Coordinator; Sales Database Manager; Content Manager; and SharePoint Manager.

Role Overview

Responsible for maintaining and expanding a database of pre-written content to improve proposal quality and proposal / sales / SME team productivity. Responsible for defining and optimising the content repository structure and record management system. Responsible for maintaining database accessibility, data integrity and data backup.

The Knowledgebase Manager / Proposal Content Manager is involved in fourteen **Bid Lifecycle** stages. The effort / commitment required at each stage varies and is shown in our **Core Role Overlay**. The Knowledgebase Manager is typically engaged at the key content development stages of the Bid Lifecycle.

Experience

Ability to identify and work with relevant subject matter experts (SMEs) within the business who are owners of the pre-written content. Motivate and manage SMEs to ensure commitment to updating content on a pre-agreed cycle.

Confident in dissecting RFPs and identifying frequently asked questions that need to be maintained in a knowledgebase. Ideally will have experience of implementing multi-lingual / cross-border knowledgebases.

Understand the basics of prompt engineering for generative AI and how it can be used for content creation, tone adjustment, and task automation.

Broad market knowledge of proposal automation, generative AI tools, and database solutions.

Bid Solutions
Connecting Winners

Core Responsibilities

- Design and own the architecture for the overall knowledgebase implementation
- Assimilate information extracted from SMEs and re-write it into a defined style, ensuring that it is clearly articulated and easy to integrate into proposals
- Develop strong, collaborative relationships with marketing / sales / product development / account management to be able to proactively develop case studies and other content as required
- Ensure legal and operational compliance of all content / database records
- Act as an internal advocate for the knowledgebase, helping to drive recognition, user adoption, and reputation for the system as a strategic asset
- Proactively identify and add new approved content from across the business
- Manage content access and read/edit access permissions, maintaining data protection standards according to regulatory or business policy (e.g., GDPR, HIPAA, client conflict)
- Monitor key metrics to identify areas for improvement, ensuring the knowledgebase remains relevant and valuable to users
- Work with brand marketing and proposal teams to define the brand style and voice for proposal content, ensuring this is consistently applied across the knowledgebase
- Work with graphic designers as required, maintaining a strong graphics database
- Provide regular training to users of the knowledgebase and gather feedback on a regular basis
- Maintain support contracts for business-critical applications that the database relies upon
- Work with CRM and other application support teams to manage integrations and data flow
- Lead testing plans for new features and functionality
- Extract and present reports on content usage, content maintenance, user adoption, etc to system stakeholders
- Design and implement AI-powered processes for content creation and management
- Manage and monitor the policies and controls for AI to be used ethically and with human oversight
- Excellent project management skills
- Strong written English language skills

Reporting Line

In a large corporate / multinational, the Knowledgebase Manager will be part of a communications team that has defined roles and responsibilities. Typically, the role will report into a Head of Bids or Marketing or potentially CIO. In a small-medium sized enterprise, the knowledgebase responsibility will typically fall under the remit of the

Capture Phase

Proposal Phase

Bid & Pursuit Phase
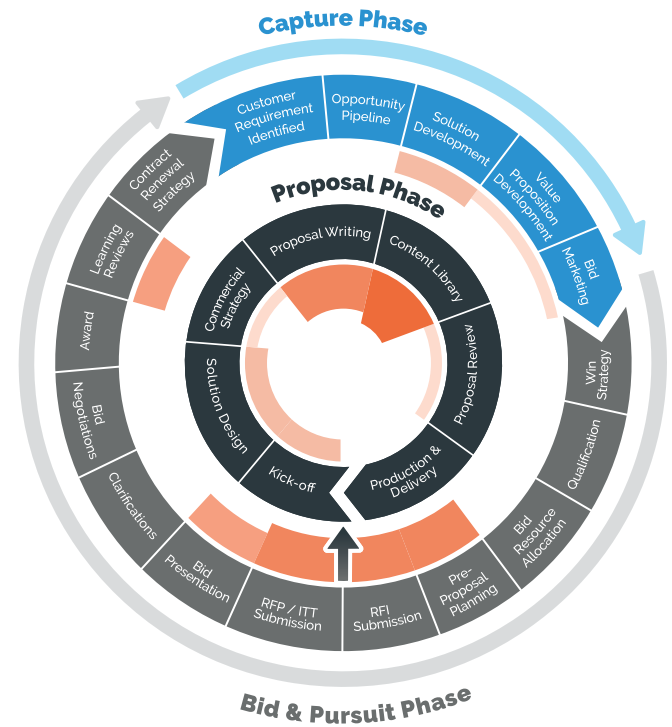
Knowledgebase Manager involvement in the Bid Lifecycle

Effort Level

High — Low
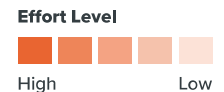
standalone Bid / Proposal Manager. Typically, the role will report into a Sales / Marketing or Managing Director.

Measure of Success

Typical measures of success include content relevance, content quality, content availability and achievement of internal SLAs.

Qualifications

Strong academic background or successfully completed the Bid and Proposal Apprenticeship. APMP Foundation (Practitioner or Professional level desirable). Advanced MS Word skills and proficient in MS Office / Google Suite / Adobe Suite with some programming experience.

Salaries

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

Contract vs. Permanent

Contract Knowledgebase Managers typically earn between 30-50% more than their permanent equivalent. However, competition for roles is high and clients demand extremely high standards of content development. **You can review our available Knowledgebase / Proposal Content Managers here.**