



# Knowledge Base / Content Manager

## Job Description

Depending on your industry and geography, you may not have the title Knowledge Base / Content 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 curating and maintaining a knowledge base of proposal-focussed content to improve proposal quality, drive bid team productivity, and help support the revenue goals of the business. Responsible for defining and optimising the proposal content library structure and its management, including accessibility, integrity and governance. The Knowledge Base Manager role should be viewed as a strategic enabler of AI-driven bid team performance.

The Knowledge Base 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 Knowledge Base Manager is typically engaged at the key content development stages of the Bid Lifecycle.

## Experience

Ability to identify and work with subject matter experts (SMEs) within the business who are owners of the proposal 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 and content that needs to be maintained in a knowledge base and become the trusted source of truth. Ideally will have experience of implementing multi-lingual / cross-border knowledge bases.

Broad market knowledge of proposal automation, AI tools, and content management solutions. Understand prompt engineering for generative AI and how it can be used for content creation and tone adjustment. Comfortable deploying agents to assist with content task automations.

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



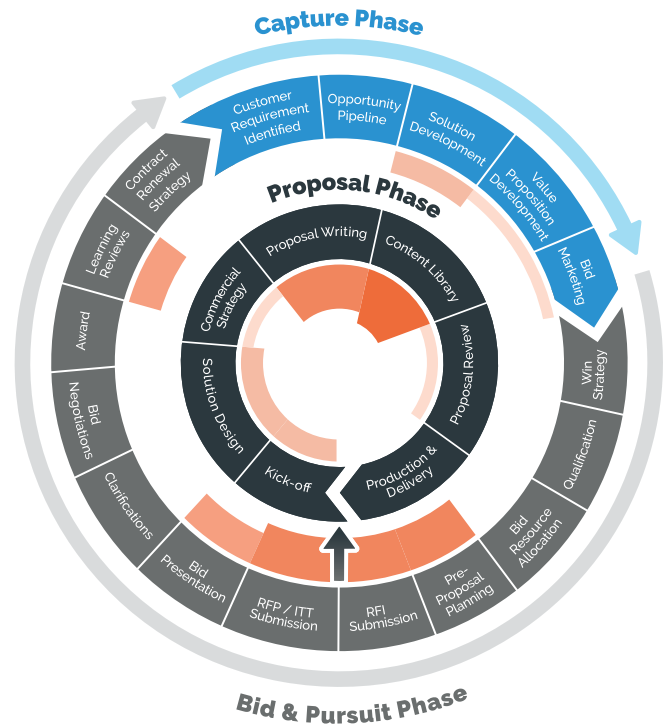
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## Core Responsibilities

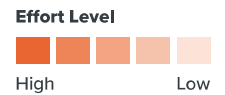
- Design and own the system architecture for the overall knowledge base implementation.
- Curate and maintain a knowledge base that AI can trust.
- Assimilate information extracted from SMEs and re-write it into a defined style, ensuring that it is clearly articulated and easy to integrate into proposals
- Design integrations across systems so AI has access to proposal context, not solitary answers.
- 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 knowledge base, 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 knowledge base 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 knowledge base
- Work with graphic designers as required, maintaining a strong graphics database
- Provide regular training to users of the knowledge base 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 Knowledge Base Manager will be part of a communications team that has defined roles and responsibilities. Typically, the role will



### Knowledge Base Manager involvement in the Bid Lifecycle



report into a Head of Bids or Marketing or potentially CIO. In a small-medium sized enterprise, the knowledge base responsibility will typically fall under the remit of the 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 in creative, business or technical writing. Understanding of AI-native technologies.

## Salaries

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

## Contract vs. Permanent

Contract Knowledge Base 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 **Knowledge Base / Proposal Content Managers here**.

Do you need help writing a Knowledge Base or Content Manager Manager job description? Our **Managed Recruitment and Job Advertising Services** include the creation of a bespoke job description, or critique of an existing one. Talk to one of our Senior Consultants today on 0208 1583952.



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