Bid Manager

Job Description

A Bid Manager takes ownership of the end-to-end bid process - the only one of the six core bid roles involved in all twenty-four stages of the Bid Lifecycle, from capture through submission to presentation and negotiation. The average UK Bid Manager earns £58,886 basic plus £8,348 in bonus and benefits (£67,234 total), with contract day rates averaging £659 (about £115,116 a year at 80% utilisation); pay peaks in Law (£81,478) and in large enterprises (£77,379).
2025 Salary Survey

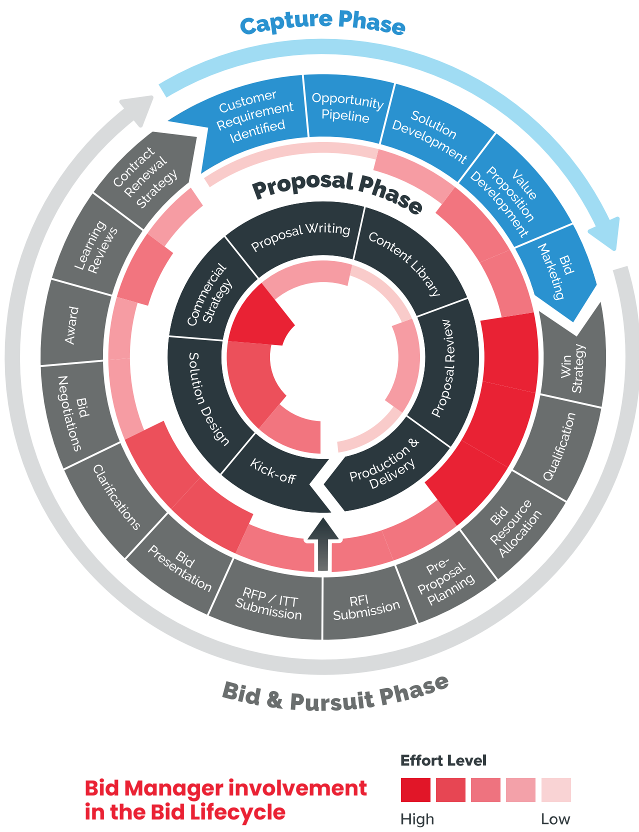
Title Variations

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

Role Overview

The Bid Manager is the only role active across all twenty-four stages of the **Bid Lifecycle**, owning each opportunity end to end, from early capture and qualification through proposal development, presentation and negotiation to award, handover and learning reviews. The Bid Manager drives the Capture Phase, shapes the win strategy, and leads the virtual bid team that delivers it. The typical effort required at each stage varies and is shown in our **core role overlay.**

As AI transforms both sides of the procurement table, the Bid Manager also owns how it is deployed on each deal – selecting the toolchain, setting the rules for responsible use, and ensuring AI accelerates the bid without compromising accuracy, confidentiality or compliance. And as AI reduces the cost of responding – for you and every competitor – the Bid Manager's judgement on qualification and win strategy becomes the single biggest lever on win rate.



Do you need help writing a Bid 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.

Bid Solutions
Connecting Winners

Core Responsibilities

- Own each bid end to end: lead qualification and bid/no-bid decisions, develop the win strategy and win themes, and carry them through every stage of the lifecycle to contract award.
- Use data and AI-driven insight – win/loss history, market, client and competitor intelligence – to inform qualification, win strategy and pricing conversations, and re-qualify when the deal changes shape.
- Own AI governance for each bid: approve the tools in use, set the rules for handling client and company data, assign verification responsibility for AI-generated content, and ensure any buyer requirements on AI use and disclosure are met.
- Assemble and lead the virtual bid team, aligning solution, commercial, legal and delivery functions to the bid requirements, and securing executive sponsorship and stakeholder commitment at kick-off.
- Deploy AI to war-game the win strategy - pressure-testing the bid from the evaluator's and each competitor's perspective before committing resource.
- Manage the bid budget, plan, risks and governance gates, running the RFP/ITT submission as a distinct project in parallel with the wider bid campaign.
- Lead storyboarding, colour reviews and executive sign-off; direct the bid presentation, clarifications strategy and negotiation preparation.
- Own the handover to delivery on award, formal recognition of the team, and structured learning reviews that feed insight back into qualification, content and future win strategies.
- Champion the effective, ethical use of bid technology across the team, ensuring efficiency gains are reinvested in strategy, client insight and quality – not simply more bids.

Experience

Proven track record of leading and winning complex, competitive bids end to end, with the gravitas to direct senior stakeholders, subject matter experts and executive sponsors through a disciplined bid process.

Working knowledge of the legal and regulatory landscape for AI in bidding – including buyer disclosure requirements and data protection obligations – with the confidence to set and communicate clear rules for the bid team.

Practical experience selecting and directing AI and bid technology, from opportunity intelligence and qualification scoring to generative drafting and review tools, and sound judgement on where human expertise must lead.

Strong commercial acumen, risk awareness and negotiation experience; resilient and organised under sustained deadline pressure.

Qualifications

- APMP or BidMaster certification (Foundation as a minimum; Practitioner or Professional preferred).
- Degree-level education or equivalent professional experience.
- Recognised training in AI literacy or responsible AI use is increasingly valued at this level.

Reporting Line

Typically reports to the Head of Bids, Bid Director or Sales/Business Development Director, with a dotted line to the executive sponsor on major deals.

Measures of Success

- Win rate and revenue won, measured against qualified pipeline.
- Qualification discipline: the proportion of bids pursued that meet the qualification criteria – and the courage of the no-bids.
- 100% on-time, compliant submissions.
- Quality and auditability of AI-assisted content: zero material errors in submitted documents.
- Bid team efficiency gains from technology adoption and feedback from the virtual bid team and executive sponsors.

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.**