



Bid Writer

Job Description

A Bid Writer (also known as a Proposal Writer) produces the professionally written proposal and pitch content that articulates an organisation's value proposition and win themes. The average UK Bid Writer earns £45,884 basic plus £6,982 in bonus and benefits (£52,866 total), with contract day rates averaging £602 (about £114,102 a year at 80% utilisation); pay peaks in IT (£63,000), and it's the best-qualified core role (81% hold a degree).

[2025 Salary Survey](#)



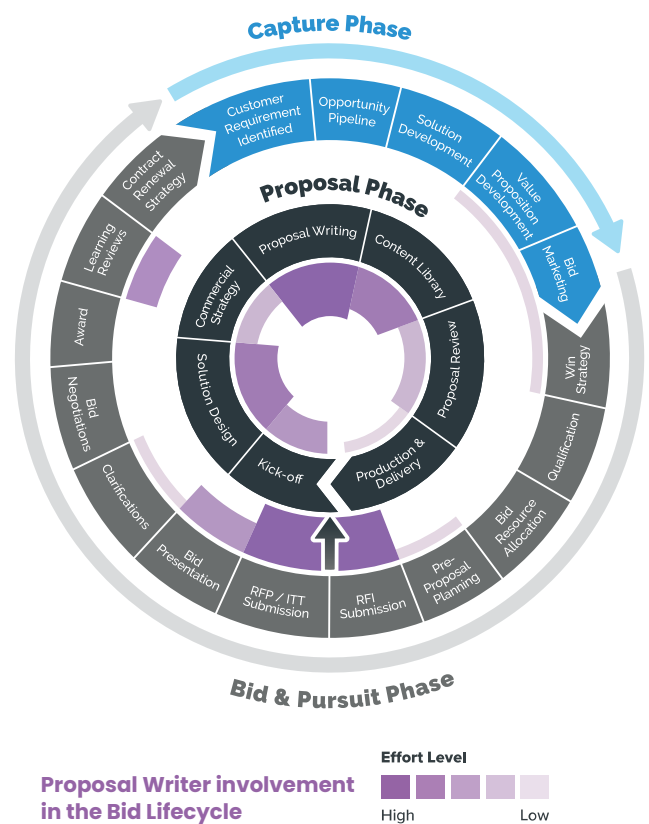
Title Variations

Depending on your industry and geography, you may not have the title Bid Writer but may have similar responsibilities to those outlined below. Common Bid Writer job title variations include Proposal Writer, Senior Bid Writer, Proposal Content Writer, Proposal Author, Proposal Editor, AI-Assisted Bid Writer, and Bid Content Specialist.

Role Overview

The Bid Writer articulates the solution and value proposition in a way that engages the evaluator, creates empathy and scores maximum points – deconstructing questions, storyboarding responses and communicating in plain written English. The Bid Writer is involved in sixteen [Bid Lifecycle](#) stages.

Generative AI has changed what great proposal writing means. The Bid Writer directs AI for structure, first drafts and re-versioning – then adds what AI cannot: client insight, genuine evidence, persuasive win themes and a distinctive voice. In a market where every competitor has access to the same models, the writer's judgement is the differentiator. The craft has shifted from typing to editing; from producing words to producing meaning.



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Core Responsibilities

- Deconstruct each question into its explicit and implied requirements, map it to the evaluation criteria, and storyboard the response before drafting begins.
- Direct generative AI tools to produce structured first drafts grounded in approved content, then substantially rework the output to embed win themes, client-specific insight and evidence.
- Verify every fact, figure, case study and claim in AI-assisted content against source material before it enters review – treating unverified AI output as a compliance risk.
- Deliberately differentiate: identify and eliminate generic, AI-default language so responses could only have been written for this client, by this business.
- Interview subject matter experts to draw out the substance behind the solution, translating technical depth into plain, persuasive, scoreable English.
- Structure responses to score with human evaluators and machine summarisers alike – explicit criterion mapping, clear headings, and key messages carried in text as well as graphics.
- Flag high-quality, verified new content to the Knowledge Base Manager so it strengthens – rather than pollutes – the library that AI drafting draws on.
- Support executive summaries, presentation content and clarification responses as directed by the Proposal Manager.

Experience

A track record of writing high-scoring responses in competitive bids, with evaluator feedback or scores to evidence it.

Skilled in AI-assisted writing craft: prompt design, working from retrieval-grounded drafts and – critically – editing AI output into distinctive, evidence-rich, high-scoring responses.

Able to articulate a clear personal method for verification and for avoiding the homogenised tone of unedited AI text.

Confident interviewing senior subject matter experts, and resilient writing to tight deadlines across parallel bids.

Qualifications

- A degree in English, journalism, communications or a related discipline is preferred – or demonstrable AI-assisted writing capability with a portfolio of high-scoring responses. Portfolios now matter more than parchment.
- APMP or BidMaster certification (Foundation as a minimum) is an advantage.

Reporting Line

Typically reports to the Proposal Manager on live proposals and to the Head of Bids functionally.

Measures of Success

- Response scores against the client's published evaluation criteria (the primary measure).
- Accuracy of AI-assisted content: zero factual errors surviving to submission.
- On-time delivery of drafts to review gates.
- Volume of verified content promoted into the content library for reuse.

Contract vs. Permanent

Contract Bid Writers typically earn between 20– 50% more than their permanent equivalent. However, competition for roles is high and clients demand extremely high standards of proposal writing. You can review our available [Contract Bid Writers here](#).

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