



# Graphic Designer

## Job Description

A Bid Graphic Designer turns complex proposal content into visually compelling design - making the value proposition land in the five-second 'Billboard' test, typically from kick-off through to RFP delivery.



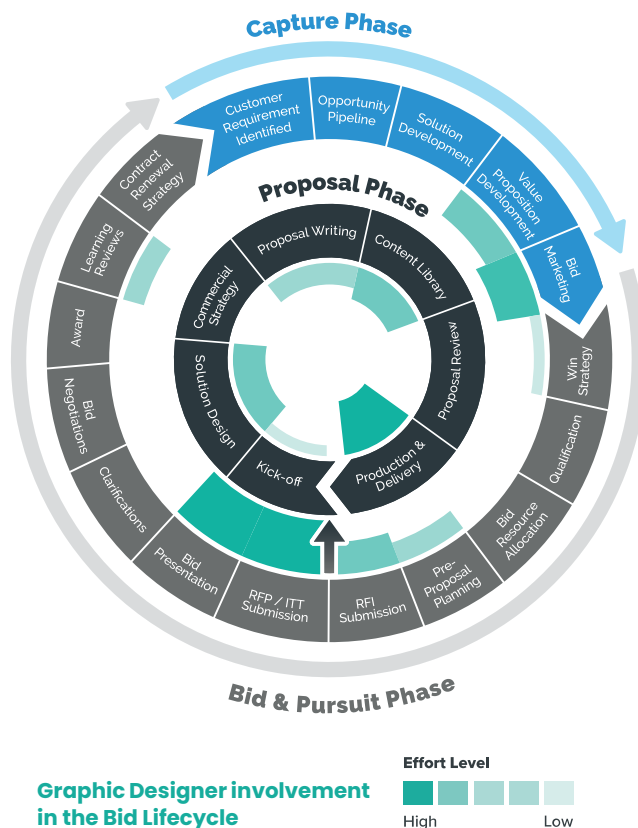
## Title Variations

Depending on your industry and geography, you may not have the title Graphic Designer but may have similar responsibilities to those outlined below. Common Graphic Designer job title variations include Bid Graphic Designer, Proposal Designer, Proposal Creative, Marketing Creative, Creative Designer, Visual Communications Designer and Presentation Designer.

## Role Overview

The Graphic Designer translates win themes and complex solutions into compelling visual communication – covers, layouts, infographics, process diagrams and presentation graphics that help evaluators understand, remember and score the proposal. The Graphic Designer is involved in thirteen **Bid Lifecycle** stages.

In an era when every bidder can generate imagery in seconds, the Graphic Designer's value lies in art direction: original visual thinking, accurate representation of the solution, and a distinctive look that generic AI output cannot produce.



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## Core Responsibilities

- Design proposal documents, covers, infographics and presentation materials that carry the win themes and meet the buyer's format requirements.
- Direct AI image-generation and editing tools within brand guidelines, applying human art direction so all visuals remain distinctive, accurate and free of the generic 'AI look'.
- Verify the accuracy of every visual – process diagrams, data visualisations, solution graphics – with subject matter experts; AI-generated graphics must never misrepresent the solution.
- Ensure usage rights, licensing and provenance are cleared for all imagery, including AI-generated and AI-modified assets.
- Produce accessible visual content that meets buyer document standards (alt text, contrast, PDF accessibility) and survives machine summarisation – key messages carried in text as well as imagery.
- Develop and maintain bid templates, style guides and a visual asset library aligned to brand.
- Support bid presentations and pitch materials, including motion and interactive formats where the buyer allows.

## Experience

A strong portfolio of document and information design, ideally in bids, proposals or comparable deadline-driven B2B communication.

Proficient in industry-standard design software (Adobe Creative Suite) and current AI image-generation and editing tools, with the judgement to direct them to brand-safe, accurate, distinctive output.

Skilled at turning complex processes and data into clear, persuasive visuals in partnership with writers and subject matter experts.

Comfortable managing multiple deliverables to fixed submission deadlines.

## Qualifications

- A design-related degree or equivalent professional experience – the portfolio is the essential qualification.
- Training in accessible document design and in responsible use of generative design tools is an advantage.

## Reporting Line

Typically reports to the Proposal Manager or Bid Manager on live bids, with a functional line into Marketing or Brand where one exists.

## Measures of Success

- Brand compliance and originality of visual output.
- Zero IP or licensing issues across all submitted imagery.
- Evaluator and reviewer feedback on clarity and impact of visuals.
- On-time delivery of all design assets to production deadlines.

## 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 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 here](#).

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