



Knowledge Base / Content Manager

Job Description

A Knowledge Base / Proposal Content Manager builds and maintains a library of current, reusable, proposal-ready content – an ongoing, less cyclical role that drives efficiency and quality across every bid.

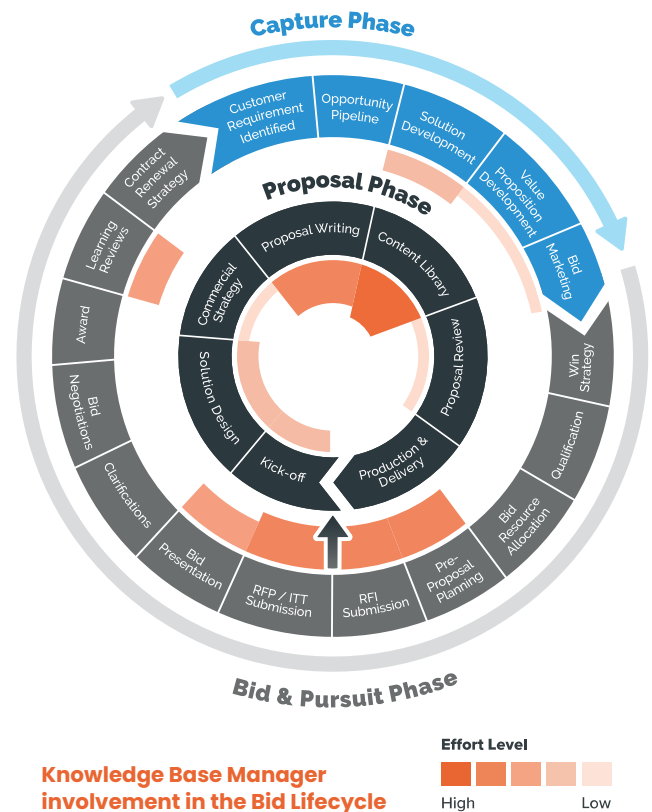
Title Variations

Depending on your industry and geography, you may not have the title Knowledge Base Manager but may have similar responsibilities to those outlined below. Common Knowledge Base Manager job title variations include Proposal Content Manager, Bid Content Manager, AI Content Manager, Proposal Database Manager, Content & Knowledge Lead and Proposal Knowledge Manager.

Role Overview

The Knowledge Base Manager owns the organisation's proposal content: building, curating and governing a library of professionally written, evidenced and current content that the whole bid function – human and machine – can trust. The Knowledge Base Manager is involved in fourteen **Bid Lifecycle** stages.

In AI-assisted bidding, the knowledge base is no longer a reference library: it is the grounding data that determines the quality of every AI-generated draft. The Knowledge Base Manager therefore has a direct, measurable impact on win rate – a stale statistic or expired certification no longer appears in one bid, it appears fluently in every bid.



Do you need help writing a Knowledge Base or Content 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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Core Responsibilities

- Curate and maintain a knowledge base that AI can trust: professionally written, evidence-backed content, reviewed on a defined cycle with named owners.
- Define and enforce content standards for AI readiness: structured formats, metadata, evidence tagging, ownership and expiry dates on every entry.
- Deploy and oversee AI retrieval and drafting agents grounded on the library, monitoring answer accuracy and closing gaps the tools expose.
- Own the standing governance of AI content tools: approved platforms, data handling, ethical use and alignment with buyer disclosure requirements – complementing the deal-level governance owned by Bid Managers.
- Run structured review cycles with subject matter experts, retiring or refreshing content before it dates.
- Close the loop from learning reviews: retire or update content implicated in lost bids and low-scoring answers, and promote content associated with wins.
- Onboard and train bid team members in using the library and its AI tools well – and in what never to put into them.
- Report on library health, usage and impact to the Head of Bids.

Experience

Background in proposal or bid content management, knowledge management or technical writing, with an editor's eye for accuracy and reusability.

Practical understanding of how AI retrieval and generation work against a content library (retrieval-augmented generation), and what content structure and metadata they need to perform.

Experience establishing governance – ownership, review cycles, taxonomies – and the persistence to make it stick across a busy bid function.

Strong stakeholder skills for extracting and verifying content from subject matter experts.

Qualifications

- BidMaster or APMP certification or a knowledge/information management qualification is an advantage.
- Degree-level education or equivalent professional experience.
- Training in AI governance or responsible AI use is increasingly valued in this role.

Reporting Line

Typically reports to the Head of Bids or Proposals; in AI-mature organisations the role increasingly sits alongside, or within, a bid operations / revenue enablement function.

Measures of Success

- Content freshness: percentage of the library within its review date.
- Retrieval and answer accuracy of AI tools grounded on the library.
- Content reuse rates across live bids, and reduction in subject matter expert time per bid.
- Response scores achieved by answers built on library content.

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 30% more than their permanent equivalent. You can review our available [Contract Knowledge Base Managers here](#).

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