2025 UK Salary & Consultant Day Rate Survey for Bid, Proposal and Work-Winning Professionals

All statistics shown are averages of all data captured for the role, unless otherwise stated.

Proposal Manager

Basic Salary
£54,348

Bonus & Benefits (Cash Equivalent)
£8,970

% Satisfied With Role
67%

% in Current Role < 2 Years
45%

Company Size

Large Enterprise (250+)	£68,487
Medium-sized (50-249)	£60,833
Small (10-49)	£57,667

Average Age 38

Gender Identity
♀ **81%**
♂ **19%**

Lowest Paid Industry
Health - £50,556

% with a Bachelor's Degree or higher
69%

Consultants

Proposal Manager Day Rate	£784
Proposal Manager Revenue (Min. 80% Utilisation)	£80,208

% Working Overtime
72%

Highest Paid Industry
Financial Services - £75,813

Basic Increase Since 2022
1.0%

Bid Solutions
Connecting Winners

www.bidsolutions.com
UK: +44 (0)20 8158 3952
enquiry@bidsolutions.com

* All statistics are based exclusively on the 2025 UK Salary & Day Rate Survey Data from Bid Solutions.