

Job Description

Job title	Bid Writer	Date 25.07.23
Reports to (title)	Head of Bid Management	
Contract/Department	Business Development	Revision 0.2
Location	Home with UK wide Travel	

Job purpose

Describe the overall purpose of the job in two or three sentences.

Working as part of a successful business winning team, the Bid Writer/Editor will be responsible for sourcing and developing written content for inclusion in customer bids and proposals, including Expressions of Interest (EOI), Pre-Qualification Questionnaires (PQQ), Invitations to Tender (ITT), Requests for Proposal (RFP) and other forms of tender documentation. The role may also include creating/editing content for presentations and supporting documents.

Duties/responsibilities/accountabilities/deliverables

List the main aspects of the job, with an emphasis on duties and responsibilities for junior roles, and accountabilities and deliverables for more senior roles.

- Creating response plans that support the development of a compliant and compelling proposal,
- Ensuring all bids are accurately completed and represent the company's experience, capability, and value proposition
- Liaising with the awarding authorities regarding any clarifications or amendments to tender documentation
- Ability to liaise with / gather (factual) information from Subject Matter Experts (SMEs), into a format that is compliant, interesting, and compelling
- Transforming technical content sourced from technical experts into clear and concise prose, incorporating sales messaging and 'win themes' as appropriate
- Supporting the Proposal Manager and Capture Team Leader in the development of sales messaging and 'win themes' that reflect the business's value proposition
- Developing a good understanding of awarding authorities' vision, strategy, and plans to maximise new business generation opportunities / ensure this vision is apparent through all technical response documents
- Supporting the Proposal Manager in the execution of key proposal governance reviews,
- Supporting the proposal management and coordination activities as required
- Ensuring all submissions are uploaded (if applicable), printed, packaged, and delivered in the format and media type required and within the deadlines established
- Configuring and managing the collaborative working environment (SharePoint)
- Play a leading role in the keeping the bid content re-use library current and fit for purpose, and
- Treating continuous improvement as a business-as-usual activity, with the aim of the increasing EMCOR's win rates
- Deliver high standards of work through supporting others to complete tender questions
- To help in the achievement of the sales target through quality submissions which improve our conversion ratio from submission to success
- Ensure all documents are free from errors and professionally represent
- To develop an effective library of information and liaise with other departments to keep this updated
- To write and develop content for tender responses which are bespoke to the target
- To work with the bid team to create marketing activity to fit within guidelines e.g. invites for events and case studies

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- Be up to date with our prospects and competition to ensure responses are bespoke and deliver our strategy clearly
- Deliver on time bespoke documents, editing all content received from the business
- Keeps up to date with group business ventures and services, competitors, relationships with customers, clients and suppliers, market evolution
- Helps identify additional opportunity by getting to know client requirements
- Provide technical support, ensure the layout of the documents is correct and to a high standard
- Builds relationships with colleagues to call upon if required to achieve a deadline
- Targets and develops a network of influential internal and external contacts
- To prepare presentations in a number of formats, liaising with agencies to design templates etc

Resource responsibilities

Indicate the typical number of direct reports, financial responsibility, control over subcontractors and any responsibility for assets, systems or outsourced services.

No direct reports

Person specification

Describe the knowledge, skills, qualifications, personality and experience required for the job.

Skills

- Although a technical understanding of FM is not required, a well-researched knowledge of the TFM industry is essential. Confident enough to interface with subject matter experts and senior operators interviewing teams and developing technical responses.
- Understand the principles of bid writing best practice
- Have an appreciation of the rules and regulations governing the Facilities Management Procurements
- The Bid Writer will not only be a technically brilliant writer, but they will have creative flair and an ability to differentiate proposals in a complex and diverse marketplace.
- A high attention to detail with an excellent editing and proofing ability
- Excellent literacy skills, with an extensive vocabulary
- Possibly a journalism background
- Thrive in a busy environment
- Ability to multitask and prioritise workload
- Proven capability of bid writing work winning, multi-million pound product or complex services opportunities; this includes the ability to work under pressure and adhere to strict deadlines
- Confidence to deal with all levels of management seniority up to MD / main board directors and the ability to adapt communication and messages to different audiences
- Ability to produce compelling, visually impressive bid documentation using a variety of software packages (MS Word, PowerPoint and Adobe InDesign)
- Highly competent in MS Office software and relevant tools such as Project, Visio, etc.
- Experience of using InDesign or Illustrator software desirable
- Possess excellent written and verbal communication skills
- Be comfortable making presentations in front of diverse audiences
- Work proficiently across the Microsoft Office suite of products, including Excel, Word, and PowerPoint
- Good eye for detail, and a thorough, methodical approach.

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- APMP trained.

Desirable Qualities

- Hold an undergraduate degree in a writing-intensive subject such as history, journalism, or English
- Have experience of working in the FM industry
- Be able to manage and configure collaborative working environments (e.g., SharePoint).

Behaviours

- Logical thinker
- Outcome Focused
- Strives for excellence
- Clear communicator
- Persuasive with different types of stakeholders
- Engaging and influencing customer stakeholders
- Coaching and consultative approach to bid writing
- Dynamic and proactive individual
- Self-starter – sufficiently motivated to work under own initiative without direction
- Strives for excellence – stepping outside of comfort zone to achieve higher quality
- Passionate about Clients success – our rewards linked to their success
- Ability to manage a workload remotely, with flexibility to travel/work from and/or away from home.

Other factors relevant to the job

Enter any additional information which the job holder would need to know, for example: requirement for UK-wide travel, shift patterns, night working, call outs etc.

Must have a UK driving licence
Must be willing to travel UK wide

Line Manager <i>Signature</i>	
Print Name	
Date	

Job Holder <i>Signature</i>	
Print Name	
Date	

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<i>FOR HR USE ONLY:</i>					
<i>Job Grade</i>		<i>EMCOR Competency Level</i>		<i>Training Profile UTC</i>	