|  |  |
| --- | --- |
| Job title: Bid Writer | Location: Newcastle Upon Tyne |
| Department: Sales & Strategy  Reports to: | No. of direct reports: *0*  No. of non-direct reports: *0* |
| Grade: E1 | |
| **Purpose of role** | |
| As a Bid Writer you will develop compelling written and visual content that wins us new business through commercial proposals, formal tender processes, and negotiations. You will develop proposal structures, lead storyboard sessions with bid team members, and draft written responses and visual content that conveys our strengths in the most persuasive way possible, gaining maximum quality scores where formal assessment criteria exist.  You will deliver completed written and visual content to the Bid Manager against agreed timelines, escalating and managing issues as required. Working with multiple functions and business units, you will manage numerous priorities and deadlines, whilst ensuring the content library is updated for re-use. | |
| **Key responsibilities** | |
| **Content Development:**   * Establishing effective response structures that consider the client’s requirements, as well as provision of evidence and added value * Produce response drafts and develop technical content * Working with the Bid Manager and/or client relationship owners to develop key selling points/win themes * Structure compelling narratives based on technical information, raw information and data   **Coordination and Collaboration**   * Ensure understanding of the client, bid requirements and specification, and support with the streamlining of this information for key bid stakeholders * Leading and facilitating storyboarding sessions with SMEs * Work closely with relevant stakeholders to gather technical input and insights into the bid process * Support SMEs with the management of responses and ensure deadlines are met   **Bid Quality Assurance**   * Ensuring our consistent tone of voice and writing style is applied to all responses * Ensuring all documents produced are visually consistent and professional * Comprehensive reviewing and editing of responses to ensure accuracy, clarity and identify any areas for improvement * Involvement in post-submission reviews to identify areas for improvement on future proposals | |
| **Specialist qualifications, skills & experience** | |
| * Considerable experience as writer or content producer in a commercial setting * Delegation skills * Proven track record of coaching sales teams and subject matter experts in writing best practice * Experience of working with subject matter experts to understand topics in detail * Ability to write clearly and concisely for readers who are busy or distracted * Strong written English language skills * Meticulous attention to detail * Extensive experience of producing visual collateral that conveys quality and professionalism, as well as clearly articulating the desired message in a way that is compelling and technically accurate * Ability to take complex technical processes and explaining them simply and clearly with words and diagrams * Able to engage confidently with internal stakeholders and clients * Excellent communication skills and the ability to influence at a senior level * Exceptional time management / prioritisation skills * Advanced MS Word skills and proficient in MS Office * Prepared to work the hours necessary to meet pre-agreed proposal deadlines * Able to travel when required   Desirable:   * Design application skills * Market related knowledge * Certified to APMP Foundation or Practitioner Level * Design qualification | |
| **Diversity and equal opportunities:**  Morrison Data Servicesis committed to encouraging equality, diversity and inclusion among our workforce, and eliminating unlawful discrimination.  Our commitment is to provide a working environment free of bullying, harassment, victimisation and unlawful discrimination, promoting dignity and respect for all, and where individual differences and the contributions of all staff are recognised and valued.  We want our employees to feel healthy and supported at home and at work, which is why we offer access to our employee assistance programmes as well as our Online GP Service, 24 hours a day, 365 days a year.  We are committed to tackling inequalities and creating a diverse and inclusive business and that starts from the moment you apply to join us. | |