

Job Description: Health & Care Bid Writer

Function:	Sales
Position:	Bid Writer
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Business Development Manager
Additional reporting line to:	
Position location:	Home based

1. Purpose of the Job – State concisely the aim of the job.
To produce high scoring (easy to read, compelling, specific, impactful, evidenced) written material that clearly articulates the benefits of the Sodexo proposition in meeting client's specific needs and enables Sodexo to win new contracts and retain existing clients.

2. Main assignments – Indicate the main activities / duties to be conducted in the job.

- Produce high scoring proposal content that clearly articulates the benefits of Sodexo's solution to meet specific client needs in pursuit of or to aid retention of facilities management contracts
- Author tender responses in answer to specific tender questions and in line with guidance provided in the tender scoring matrix, or in line with market best practice where not provided
- Storyboard responses in line with agreed opportunity win strategy, ensuring client specific win themes and broader Sodexo Healthcare and corporate benefits are clearly articulated
- Review, critique and challenge existing written material, edit and make improvements with a focus on continual improvement
- Actively seek out high quality content from internal and external sources to constantly improve Sodexo's proposal quality as part of a commitment to continuous improvement
- Liaise with Bid Manager and Graphics team to ensure strong connection between the written word and graphical presentation, seeking to use info-graphics, charts and pictures to underline key solution and evidence points from the written submission
- Identify, adapt and refresh pre-existing written material to improve the overall quality of bids
- Work closely with the business development team to ensure the relevance of written material for the Healthcare segment, advise the business development team on how to improve win-rates by making bids more high-scoring and compelling to clients
- Support the business development team where required with first appointments, site visits and internal meetings to develop an in-depth knowledge of each opportunity, specific client's needs and therefore improve the quality of the written submission
- Present proposal content to the internal database 'Bidnet' owner for use across other segments
- Create case studies and testimonials which utilise evidence of Sodexo's success with existing clients to articulate the benefits for new clients of working with us
- Actively seek to obtain insight into Healthcare industry and competitor activity to ensure tenders are market leading
- Undertake bid management tasks, or act as Bid Manager if required.

3. Context and main issues – Describe the most difficult types of problems the jobholder must face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to.

- Winning and/or retaining health & care business at an acceptable level of profitability and on commercial/legal terms that meet Sodexo's Right Client Right Terms principles
- Differentiating our proposals and solutions from those of our competitors, demonstrating the added value that we provide our clients
- Building and maintaining client relationships before and during the procurement process
- Adherence to the sales process and internal governance processes

4. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities.

- High quality scores for client technical proposals
- Hit rate of at least 33% for bid tender submissions; retain all existing business
- Readiness of high-quality written sections relating to key Sodexo solutions, strategies, win-themes, capabilities, case studies and testimonials that can quickly be amended to create client specific content
- A strong internal network with others in similar roles that enables sharing of best practice in achieving high-scoring written submissions and access to relevant Sodexo content developed elsewhere
- Bid documents produced in a timely manner to meet deadlines

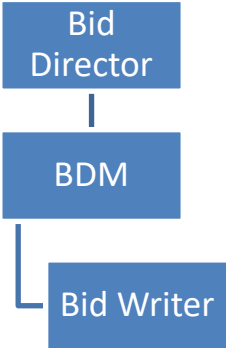
5. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department.

- The segment's annual new development target is €15m - €20m
- On average, we will bid for 4-7 opportunities each year (including retentions) with annual revenues in the range of €8m - €40m

6. Job profile – Describe the qualifications (Education & experience), competencies and skills needed to succeed in the position.

- Proven experience in bid writing within the Facilities Management sector, ideally with a focus on healthcare.
- Exceptional writing, editing, and proofreading skills with a strong attention to detail.
- Ability to write from scratch and adapt tone and style to suit different audiences.
- Strong understanding of public sector procurement and compliance requirements.
- Ability to interpret complex information and translate it into compelling, client-centric narratives.
- Excellent organisational and time management skills.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and bid management tools.

7. Organization chart – Indicate schematically the position of the job within the organization. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated.



Levels

	▪
--	---

Received:

Date:

Date:

Job holder

Immediate Manager