

Position Title	Senior Bid Writer	Department	Business Development
Generic Job Title	Bid Writer	Segment	Schools and Universities
Team Band	B	Location	Swindon / National
Reports to	Business Development Director (Gov Schools and Universities)	Office / Unit name	Schools and Universities Business Development team

## JOB PURPOSE

To be the principal Bid Writer for the schools and universities business development team, producing high quality compelling written material that clearly articulates the benefits of the Sodexo proposition. The role is intended to be exclusively focused on the generation of high quality written tender material for catering and facilities management contracts within Independent Schools, Government Schools, Universities and Student Accommodation.

## ACCOUNTABILITIES or “what you have to do”

- Produce professionally written proposal content that clearly articulates the benefits of Sodexo’s solution for catering and facilities management contracts
- Review, critique and challenge existing written material, edit and make improvements with a focus on continual improvement
- Mentor and coach Bid Writers/ junior members of the team
- Author tender responses and answers to specific tender questions, actively seeking out high quality content from internal and external sources
- Work in line with agreed sales processes and bid project managers
- 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 their particular segment or sub-segment, advise the business development team on how to make bids more compelling and attractive 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 and therefore the quality of the written submission
- Re-write, edit a range of written materials from the Business Development team, Subject Matter Experts and internal departments like Marketing, Finance and CSR
- Storyboard responses in line with agreed ‘win strategy’
- Present proposal content to the internal database ‘Bidnet’ owner for use across other segments
- Create case studies
- Deliver completed written proposals to the Business Development team or Bid Manager within agreed deadlines, escalate issues as required.
- Obtain insight into industry and competitor trends to ensure tenders are market leading
- Actively seek feedback on both successful and unsuccessful proposals to inform future bids and to improve overall quality standards

## KEY PERFORMANCE INDICATORS (KPIs) or “What it will look like when you are doing the job well”

- Professional and accurate bid documents produced with high standards of grammar that are concise and maximise points in formal tender processes
- You are familiar with the different client drivers of each sub-sector and can articulate this through written material
- A strong internal network is built that enables strong and up-to-date written material to be produced that captures all available innovation
- Bid documents produced in a timely manner to meet deadlines
- Innovative tender documents produced

## DIMENSIONS

<b>Financial</b>		
<b>Competencies</b>	Self-starter Drive to win Team player	Commercial awareness Excellent communicator Strong understanding of English grammar / established bid writing techniques

## SKILLS, KNOWLEDGE & EXPERTISE

### Essential

- Excellent writing skills with strong focus on attention to detail, grammar, proven track record of successfully delivering multiple projects on time
- 3-5 years plus of relevant professional experience in new business development or similar environment
- Graduate level or equivalent experience with a broadly relevant qualification or skill-set e.g. Marketing, English Literature, Professional Writing, Facilities Management as examples
- Experience of writing tender responses for Total Facilities Management Contracts and/or Large Catering Contracts
- Proven capacity to effectively manage proposal development processes, as well as manage a range of internal stakeholders and senior management
- Ability to challenge (with humility) the status quo to improve the overall quality of written submissions
- Ability to work collaboratively with the business development team and other internal Subject matter Experts to ensure all available ‘win themes’ and solution benefits are captured within the written submission
- Demonstrated achievement in the production of tender documents and/or similar written content
- Strong organisational skills and ability to manage complex tenders, precise scheduling and multiple and shifting priorities.
- Excellent proficiency in MS Office

### Desirable

- Experience of working in a similar business environment or educational environment is desirable e.g. Contract Caterer, Facilities Management Provider, School or University
- Understanding of government procurement processes
- Ability to work with InDesign desktop publishing software

- Previous experience of working with a top tier facilities management company or contract caterer with an international footprint
- Formal bid writing qualification
- Demonstrable track-record of developing winning bid responses and working with senior business development teams

#### CONTEXTUAL OR OTHER INFORMATION

- This role will support a number of sub-segments with a comprehensive induction programme
- A performance related bonus structure will be offered based on conversion of new business
- Ideally the successful candidate will be based from our Swindon office although some flexibility and home working can be accommodated for the ideal candidate

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