

JOB DESCRIPTION

Job Title	Senior Manager, Bid Strategy & Management		
Reports to	Executive Director, Sales & Client Relations		
Department	Executive Education		
Job Family	Business Services	Level	4

About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

About the Department

The Executive Education department designs and delivers an extensive portfolio of blended open enrolment programmes and custom programmes in online, in person and hybrid formats for ambitious corporations who are transforming their business and investing in their people. Annually, over 8,000 participants attend executive programmes that are taught by many of the world's leading business thinkers. The Executive Education department generates a significant proportion of London Business School's revenues and is central to the School's strategy.

Job Purpose

The Senior Manager, Bid Strategy & Management will lead a team that is the first point of contact for corporations who are seeking to grow their people and businesses through transformative learning. The team is responsible for supporting the Sales Team, managing active bids through the implementation of a clear and simple bid process, adequate project management, document production, market research and other activities that develop winning bid strategies.

The individual is responsible for developing and executing a clear and successful bid strategy and platform (including a bid library and materials) for the business.

The individual will also co-create, alongside the Sales Team, targeted business development activities and ensure they are executed effectively. They will be responsible for project managing

the entire suite of bids under process and monitoring progress through to completion ensuring bids are delivered to time and quality.

The role involves line managing members of the Bid Team and collaborating with key stakeholders include Client Directors, key business support teams within Executive Education, other departments within the School and potentially external suppliers.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Develop and execute on a clear and successful bid strategy and bid platform for Executive Education, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Communicate and provide guidance on the various stages of the bid / procurement process, share best practice and ensure process is embedded and continuously improved.
- Contribute to the development of broader operational plans, manage operational plans in own area and enable successful implementation by prioritising and aligning planned activities.
- Develop Key Performance Indicators to support the assessment of the quality and efficiency of the bids produced

Partnering and Service Delivery

- Partner with Sales Team and other areas within Executive Education to understand their business goals and provide them with professional or technical advice, sharing expertise and information to support effective decision-making.
- Oversee and provide strategic writing and look & feel support to the proposal or business development activity, recommending appropriate language, imagery and positioning to suit client needs
- Oversee and review material produced by subject matter experts (such as Learning Directors) and external writers and integrate these efforts into a cohesive, persuasive proposal of the highest standards.
- Lead by example by project managing and coordinating own bids, including client ready discussion documents, new business proposals and pitch presentations to ensure submissions are of high quality, timely and exceed client expectations.
- Create discussion documents and proposals for key prospects/clients, including design, look and feel and content.
- Create client portals leveraging the best technology for sharing proposals and sales materials.
- Recommend relevant thought leadership for inclusion in proposals.
- Understand and translate contractual commitments and guidelines into proposals.
- Manage the storage of materials in the bid libraries.
- Coordinate the qualification of new bids and Go / No Go decisions.
- Participate in initial client discussions to support opportunity qualification.
- Apply creativity/strategic insight while leading brainstorming, storyboarding, and bid creation sessions.
- Use specialist knowledge and information to diagnose and resolve issues within agreed parameters, escalating the most complex where appropriate.
- Manage the delivery of activities within bid management, in line with relevant policies and procedures, to ensure performance meets set targets/key performance indicators in the delivery of a first-class service.

Project Management

- Lead on the oversight, effective management and delivery of the portfolio of bids and related activity, managing external suppliers/ contractors, where required, to ensure successful delivery within budget and to quality standards and targets.

Collaboration

- Partner, and build strong relationships with the Sales Team to ensure good understanding of their business goals and that advice/service delivered meets and exceeds their needs.
- Develop and enhance relationships with key stakeholders across Executive Education, in particular the Learning Design team, Commercial Finance team, Resourcing team to facilitate improved communication, support the winning and mobilisation of wins, and to monitor the level of satisfaction with service delivery.
- Develop a sound relationship with Marketing for access to School-wide collateral and thought leadership.
- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate for best business solutions.

Analysis and Reporting

- Report regularly and accurately on the bid pipeline and analyse win / loss data for insights and process and sales improvements
- Manage KPIs and dashboards of proposal queue of assigned sales teams for reporting to management, quality volume, status change, win/loss.
- Process complex data and apply technical knowledge when conducting root cause analysis to identify solutions to complex issues/unique requests from students, colleagues or stakeholders from across the School.
- Extract data from multiple sources, check its integrity and produce reports for use to support and contribute to the department's new business strategy and activities.
- Liaise across the team to prepare reports to inform review, planning and decision-making on bids and bid strategy.

Process Improvement

- Implement process improvements in bid strategy management and sales process to improve our win rate.
- Research best practice in bid management, identify and implement opportunities to innovate and embed enhanced bid capability into the organisation leveraging world-class technology and analytics (including use of Capability Document, technology platform and new proposal templates and discussion documents).
- Proactively share ideas on continuous improvement of insights, processes, tools, technology and resources to further the sales team's knowledge and capability.

People Management

- Create and nurture an inclusive team that respects and values diversity, in which all members feel they can belong.
- Communicate Executive Education's and the School's vision, strategy and priorities, enabling the team to understand the role they play.
- Recruit the right Talent, considering current and future needs.
- Provide cover for direct report during absences and leave.
- Onboard new starters, setting them up for success and ensuring they feel an integral part of the team.
- Inspire, motivate and nurture team to thrive, taking individual preferences into account.

- Role model, encourage and enable wellbeing and work-life harmony, tailoring approach. to specific individual needs.
- Use the tools provided to ensure the team is fairly rewarded and recognised for their work and contribution.

Compliance

- Provide advice to colleagues and stakeholders on the interpretation of policies and procedures for an area of specialism, and support monitoring, to ensure compliance across the School.

Supplier/Contractor Management

- Manage relationship with external agencies in support of proposal templates, content or imagery.
- Monitor the quality of work delivered by third-party suppliers and agencies against service level agreements to ensure it is to the required standard, and provide feedback on performance to management. Take action as necessary based on feedback and escalate issue resolution when required.

Financial Management

- Support pricing discussions and if required facilitate development of pricing model for key proposals, seeking input and direction from Sales Team and other stakeholders as required.
- May oversee the co-ordination of financial planning and reporting, providing guidance as required to support colleagues to fulfil financial management responsibilities.
- May carry responsibility for a specific budget, fulfilling financial management requirements and ensuring the effective use of financial resources within budget.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation.
- Consult with and advise the business on change programmes and initiatives, influencing stakeholders so they become advocates for the change and support its successful implementation.

KPIs:

- Win/loss rate.
- Delivery of high-quality service in area of specialism with positive feedback from clients, colleagues and stakeholders.
- Production of high-quality proposal documentation.
- Clear, simple to access and growing bid library.
- Development of solutions and improvements to complex issues within own area of specialism.
- High-quality work delivered by third-party contractors and agencies.
- Bids and other projects delivered on time, on budget and to quality standards.
- Strong cross-team working relationships with key stakeholders.
- Improvements in commercial performance for the team or department.
- Contribution to cross-School compliance with regulations and legislation.
- Contribution to the development of policies, processes and systems.

Knowledge/Qualifications/Skills/Experience required
<ul style="list-style-type: none"> • Significant experience in the delivery of high-quality proposal creation and management in a fast-paced B2B sales environment. Sector experience in consulting, market research, legal, professional or financial services is an advantage • Proven track record of developing successful commercial proposals and innovative/winning bid strategies • Strong editing and writing skills and the ability to interpret technical information and adapt it to a variety of audiences with client focus • Knowledge of learning and learning design • Excellent communication skills with the ability to hold compelling dialogue with senior stakeholders & clients

Resources including team management
<p>Staff: Bid Manager</p>

Staff	1 direct report
Budgets	n/a
Date Updated	2 February 2022