

JOB DESCRIPTION

Job Title	Bid Co-ordinator		
Reports to	Senior Manager, Bid Management & Strategy		
Department	Sales & Client Relations		
Job Family	Business Services	Level	3

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 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

As a key stakeholder of the Bid Team, the Bid Co-ordinator is responsible for the management of the client mailbox, and for the co-ordination of all bidding activity.

They follow the sales and bid processes, contributing to opportunity qualification, ensuring timelines are met, and bids are complete and accurate.

On all qualified opportunities, the Bid Co-ordinator works closely with the bid managers and sales, solution architects and commercial teams to support the production of a bid that exceeds client expectations. They have a pivotal role in maintaining the integrity of the sales and bid processes, coordinating efforts and ensuring appropriate governance steps are followed.

The Bid Co-ordinator will have good understanding of the products and services that London Business School offers to be able to direct prospective customers accordingly.

The Bid Co-ordinator will work closely with the Senior Manager, Bid Management and Strategy and members of the bid and sales teams in implementing proactive outreach strategies, identifying new target leads and contacts and introducing them to relevant members of the sales team.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Delivery and Support

- Full management of client mailbox and workflows.
- Ensure up-to-date records and outcomes through diligent tracking of all client/prospect enquiries and opportunities.
- Contribute to the qualification process for new opportunities through pre-screening to established criteria in a timely manner.
- Undertake research on to clients and prospects to inform opportunity screening.
- Liaising with other departments to obtain specific information to inform bids, proposals and pitches, including data protection questionnaires.
- Maintenance of register for procurement portals.
- Supports production of bid material, discussion documents, new business proposals and pitch presentations (written and visual content).
- Applies creativity/strategic insight while leading brainstorming, storyboarding, and bid creation sessions.
- Designs and develops templates storyboards, content plans, materials and guidelines (written and visual), in collaboration with colleagues. Ensures these are updated on a regular basis and remain relevant and compelling.
- Support the development of the content library.
- Provide content curation and access management of the content library
- Contributes to the development of bid team plans, providing information and ideas to enable efficient and effective planning that meets departmental objectives.
- Responds to requests from all stakeholders, providing information to deliver the understanding they require.
- Creative and positive with the ability to manage multiple priorities.
- Thrives under pressure and produces high quality work to tight deadlines.

- Flexibility to adapt to changing circumstances and priorities.

Process Improvement

- Monitors processes, systems and practices within the team, plans and carries out regular reviews to identify opportunities for improvement in light of changing needs, feedback and/or current best practice thinking; follow through on improvements once agreed.

Analysis and Reporting

- Leads on regular analysis of bid activity. Shares findings with manager and broader team. Implements changes in a timely and effective way.
- Liaises across teams and departments to prepare reports to inform review, planning and decision making.

Contractor Management

- Co-ordinate and support contractors who deliver services for the Sales & Client Relations team so that they are aware of policies, procedures and key deliverables.

Collaboration

- Represents the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate and develop relationships.
- Builds a network of stakeholders across Executive Education and the School to facilitate improved communication and maintain knowledge of opportunities with clients and stakeholders across the School.
- Collaborates closely with team members and other departments across the School to enable cross department working, to raise the team's profile, and to drive consistency of approach/standards through the wider School, thereby enabling effective service delivery.

Financial Management

N/A

Change Management

- Champions change by role modelling the behaviours expected from all colleagues, and follow through on new activities or actions to bring about change and support its successful implementation.

KPIs

- All client/prospect enquiries responded to within a maximum of 48 hours.
- Records on client enquiries, opportunities, and their progress are up-to-date on trackers and Salesforce.
- Timely support is provided for the production of compelling bids and other supporting materials, through high-quality bid writing, editing and bid design skills.

- Bids delivered on time, on budget and to established quality standards and targets through effective project management.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Content library and materials are well-managed and up-to-date.
- Area/team compliance with necessary regulations/processes.
- Production of high-quality reports, with the identification of trends and issues.
- Improvements to processes and procedures in own area of specialism.

Resources including team management

N/A

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- Demonstrable bid writing and editing skills and experience (minimum of 3 years).
- Demonstrable bid design skills and experience (minimum of 3 years) with tools such as InDesign, Illustrator, PhotoShop and PowerPoint.
- Solid project management skills and experience.
- Well organised and meticulous attention to detail.
- Very good communication skills.
- Team player, able to work with different and multiple stakeholders.
- Strong analytical and problem-solving skills.
- Experience of working within professional services or commercial learning business is an advantage.
- APMP membership is an advantage.

Staff	N/A
Budgets	N/A
Date Updated	12/09/2022